BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

CONTINUOUS ENDORSEMENT

The words "electrical transcriptions" are employed thousands of times by radio stations, advertisers and their agencies.

Each mention of the term is an indirect tribute to this company,—the originators of the entire idea of electrical transcription broadcasting.

The success the industry has achieved indicates that the years of effort and expense we have devoted to its creation and development have been years well spent.

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391

Chicago: 410 N. Michigan Ave., Whitehall 4368 Detroit: 4-237 General Motors Bldg., Empire 8220

Hollywood: 6425 Hollywood Blvd.

ON THE SPOT..

WHERE THE GOODS ARE SOLD

(1) Pennsyltucky is falling down on its quota. (2) Let's try out the new Model 2PB45x786 in Illinaska. (3) Isn't it time we opened up the North Coast? (4) We make a very fine spinnaker but our distribution is limited.

Then, sir, Spot (individual station) Broadcasting is custom-built for you. Flexible as an eel. Adaptable as a politician. Gives people what they want when they want it—WHERE YOU want it.

Through Scott Howe Bowen, Inc., pioneer in the field, American Chicle, Continental Oil and others are using this method of solving unusual distribution problems.

Let us tell you more about this and other ways we can help you lick tough selling jobs. There is a good reason why our organization is entrusted by agencies and advertisers with the greatest volume of recorded and live talent spot broadcasting ever. We save time, money, effort—and increase the effectiveness of your radio campaign.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA SAN FRANCISCO

Convince Yourself

YOUR HOME offers the best proof of the effectiveness of radio advertising «»

Notice how many radio advertised products are used by your family «» «»

You will be amazed to discover how radio has affected the buying habits of your family and friends «» «» «» «»

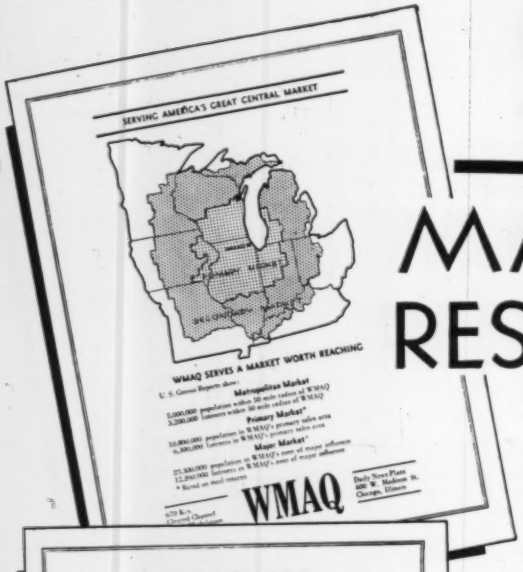
WOR can influence the buying in 3,000,000 homes of the world's richest market.

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area.

BAMBERGER BROADCASTING SERVICE, INC.
Newark, New Jersey
New York Office
1440 Broadway
New • York • City

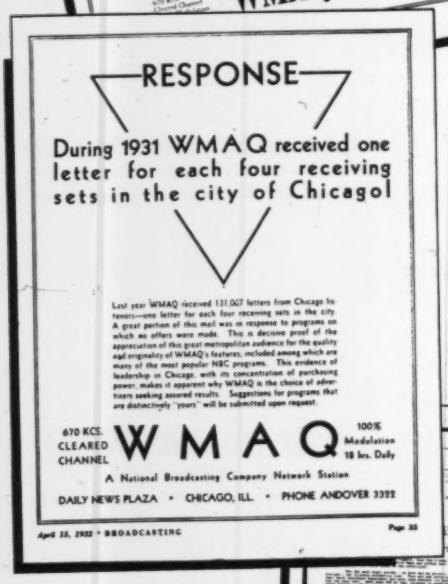
• The Equation of SUCCESS

MARKETS + X = RESPONSE + RESULTS


SERVING AMERICA'S GREAT CENTRAL MARKET

WMAQ SERVES A MARKET WORTH REACHING

WMAQ

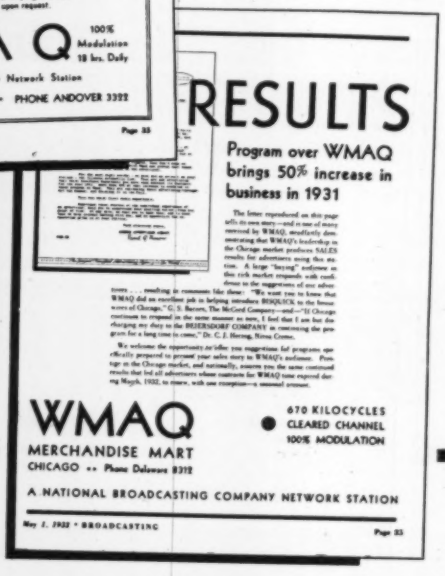

RESPONSE

During 1931 WMAQ received one letter for each four receiving sets in the city of Chicago!

670 KCS. CLEARED CHANNEL WMAQ 100% Modulation 18 hrs. Daily

A National Broadcasting Company Network Station

DAILY NEWS PLAZA • CHICAGO, ILL. • PHONE ANDOVER 3322


RESULTS

Program over WMAQ brings 50% increase in business in 1931

WMAQ MERCHANDISE MART CHICAGO •• Phone Delaware 8312

670 KILOCYCLES CLEARED CHANNEL 100% MODULATION

A NATIONAL BROADCASTING COMPANY NETWORK STATION

These advertisements are reproduced from BROADCASTING—issues of March 1, 1932; April 15, 1932, and May 1, 1932.

If all equations were as quickly solved as this, algebra would be just one more "pipe course" for indolent collegians. The U. S. Census reports show 3,200,000 *listeners* within a 50-mile radius of WMAQ. That's the *metropolitan* market. During 1931 WMAQ received one letter for each four receiving sets in Chicago, and a single announcement recently brought 13,145 communications. That's the response. A WMAQ advertiser reports doubled sales during 1931, with more than 50 per cent of the increase attributed to their program over this station. That's proof of results.

Thus X is found to be programs—in WMAQ's case, good programs, that have brought national prestige to many features originated in the station's studios—Amos 'n' Andy, Dan and Sylvia, Marian and Jim in "Smack-out," Joseph Gallicchio and his concert orchestra heard regularly over NBC—many others. WMAQ builds programs with a twofold purpose—to win and hold listener interest and goodwill, and to present the advertiser's sales story most effectively. Let us help you make your radio advertising in the Chicago territory a success, with the right program—for you!

WMAQ

670 KILOCYCLES
CLEARED CHANNEL
100% MODULATION

• MERCHANDISE MART
CHICAGO » » Phone Superior 8300

A NATIONAL BROADCASTING COMPANY NETWORK STATION

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

OVER 124 RADIO STATIONS

In this nation-wide organization there are 124 stations equipped to broadcast by the latest Western Electric Method and available to choose from when building your multiple broadcasting chain over the World Broadcasting System. (In addition to that there are many supplementary stations available over this system for special sales problems.)

The units of this organization, tied together by special Western Electric broadcasting equipment, are as follows:

New England	10 stations	North West	6 stations
Middle Atlantic	26 stations	South West	15 stations
South East	24 stations	Mountain	2 stations
Middle West	31 stations	Pacific	10 stations

You can make any selection of stations you wish. It is not necessary to use all the stations in the territory.

Full information will gladly be sent on request.

USERS OF THIS SYSTEM:

OLDS MOTOR
FRIGIDAIRE
HUPP MOTOR
DUTCH MASTERS CIGARS
MAXWELL HOUSE COFFEE
CHEVROLET MOTORS
OAKLAND-PONTIAC
LIFE SAVERS
EDNA WALLACE HOPPER
PHILLIPS' DENTAL MAGNESIA
LOUIS PHILIPPE
JOCUR WAVE-SET
UNITED DRUG
GENERAL MILLS-BISQUICK

WORLD BROADCASTING SYSTEM, Inc.

50 West 57th Street, New York City

179 King St., W., Toronto — 6-242 General Motors Bldg., Detroit

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.)
WESTERN ELECTRIC LICENSEE

Western Electric
NOISELESS RECORDING

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 10 | WASHINGTON, D. C. | MAY 15, 1932 | $3.00 PER YEAR—15c A COPY

Canadian Broadcasting to Be Nationalized

By MARTIN CODEL

Dominion Network Urged in Parliament as U.S. Accepts Channel Changes; Private Stations Cut to 100 Watts

THE PROPOSED nationalized broadcasting system, which the Canadian Parliament is expected to adopt, appears to be a sort of compromise between the British government monopoly and the American plan of free competitive enterprise. Its chief interest to the United States lies in the suggested reallocation of certain channels to be shared with Canada. Some stations in this country using regional and clear channels involved appear assured of higher power as a result. This wave length shakeup, while agreeable to the United States, raises a probable difficulty in the attitude of Mexico and Cuba. The limitation of advertising to 5 percent actually means the Canadian government is itself going into the business of broadcasting along American lines.

NATIONALIZATION of Canada's broadcasting system, with the government operating a series of basic high power and regional stations and private operators permitted to conduct local low power stations, has been recommended to the Canadian Parliament by its radio committee following an exchange of notes with the United States government regarding a new division of wave lengths.

To Canadian broadcasters, the proposed new Dominion scheme, which has the support not only of the full Parliamentary committee but also of Premier Bennett's government, means the end of unrestricted private enterprise and its replacement by a sort of hybrid of the British system of governmental monopoly and the American system of free competitive enterprise.

To American broadcasters, it means several important changes in the present allocations of stations on clear, regional and local frequencies. While no channels are surrendered to Canada, that country secures the use of more of them on a shared basis with the United States under a plan that points to the ultimate adoption of a policy in this country of higher powers on certain clear and regional channels.

Enactment Held Certain

WITH PREMIER Bennett's Conservative Party in power, the House of Commons on May 11 unanimously approved the committee recommendations. This is not equivalent to passage, a bill incorporating the project being introduced the next day and requiring three readings for passage. This allows for debate, but the Bennett group commands sufficient majority to warrant the expectation the bill will pass in two weeks. Parliament is due to prorogue around June 1.

The new Canadian system has three basic arrangements: (1) a series of government high power stations across the Dominion operating on six clear channels; (2) a series of government regional stations operating on six channels to be shared with the United States, and (3) a series of privately owned and operated stations of powers up to 100 watts to serve individual communities.

The governmental stations would be linked into a network for Trans-Canadian service, existing stations to be taken over if they fit into the setup. The system is to be supported by revenue from receiving set licenses, which now amounts to $2 per set and is collected on about 600,000 of the 800,000 sets estimated to be in use in the Dominion.

Advertising is to be accepted, though it is to be limited to not more than 5 per cent of each program period. A Radio Commission of three is to be established, with assistant commissioners from each province. Programs are to be of domestic origin, but also to be purchased from or exchanged with outside sources; the assumption is that the Canadian network will subscribe to certain American network programs.

The whole project is to be self-supporting, all revenues from license fees and advertising to be expended on it and the presumed increase in license fees to be fixed by the governor in council.

Though it is difficult to see how the Canadian government can reimburse existing station owners out of the revenues in sight, let alone establish and operate the proposed new system, unless license fees are boosted very considerably and large advertising contracts are in view, the project does not contemplate any advance of funds by the government. At least $100,000,000 a year is represented in the operations of the radio system of the United States.

On the other hand, the sponsors of the new project admit it is to be established gradually over a period of five to 10 years and cannot be effected overnight. That existing Canadian broadcasters opposed to government ownership and operation will continue their fight, possibly engaging in litigation over the prices to be paid them for their plants, is to be expected.

The complete wave length setup of the proposed new Canadian system is outlined in the box on the following page. In brief, the wave length agreement reached between the Hon. W. D. Herridge, Canadian Minister at Washington, and the Acting Secretary of State, William R. Castle, Jr., in conferences which were quietly conducted with the Federal Radio Commission during the week of May 2, amounts to this:

New Channel Setup

1. CANADA retains the six exclusive channels it has had for the last half dozen years, on which stations of 5,000 to 50,000 watts are to be established as indicated in the accompanying box.

2. Canada acquires three additional high power channels by occupying the 1050 and 1100 kc. clear channels used in this country and by adding to the spectrum the 540 kc. channel, now just below the broadcast band, which must be vacated by American military aviation radio services.

3. Canada retains six of the 11 channels it previously shared with the United States and relinquishes the other five.

4. Canada proposes to share up to 20 other channels used in the United States by placing thereon the 100 or more private local stations of powers not exceeding 100 watts with the understanding that the same geographical separations are to be maintained as are maintained between U. S. stations of the same power.

Numerically, the new Canadian setup simply means that where Canada now has the exclusive use of six channels and the shared use of 11, or 17 in all, it keeps the exclusive use of six, adds one more channel to the band, shares two of our present clear channels, continues to share six other channels and assumes the right to use 20 more for local services, or 35 in all.

The wave-sharing proposal was Canada's, and it was accepted in every detail by the American authorities.

Power Increases Loom

ANALYZED from the point of view of American broadcasters, the new Canadian system does not wreak nearly as great hardships as may appear at first blush. On the contrary, it removes the effectiveness of certain power-limitation regulations of the Commission, and presages horizontal increases in power on wave lengths which U. S. stations will have to share with Canadian.

The *statis quo*, of course, continues with respect to the six clear channels retained by Canada. The two additional U. S. clear channels to be shared are now allocated to KNX, Hollywood (1050 kc.) with 5,000 watts, and WPG, Atlantic City, and WLWL, New York, (1100 kc.) which share time and each of which uses 5,000 watts power. On 1050 kc. Canada proposes placing only a 500 watter in Nova Scotia, which is well across the continent from KNX, and on 1100 kc. Canada proposes to establish a 50,000 watter in British Columbia, also across the continent from WPG and WLWL.

Little interference is anticipated with KNX, though its service

Proposed New Canadian Allocations

EXCLUSIVE CHANNELS

(Now held by Canada and to be retained)

1. On 690 kc. a 50 kw. station would be established at Toronto. (It is agreed that NAA, Arlington, which has been using this channel to broadcast time signals, will relinquish the channel.)
2. On 730 kc. a 50 kw. station at Montreal.
3. On 840 kc. a 10 kw. station in western Ontario (probably near Windsor), with right retained to increase to 50 kw. when deemed necessary.
4. On 910 kc. a 50 kw. station in Manitoba (probably near Winnipeg).
5. On 960 kc. a 10 kw. station in northern Ontario, with right retained to increase to 50 kw. when deemed necessary.
6. On 1030 kc. two 5 kw. stations synchronized to this channel in Alberta (probably at Calgary and Edmonton), with the right retained to increase to 50 kw. when deemed necessary; also allocated to this channel would be a 500 w. station in New Brunswick.

ADDITIONAL CHANNELS

(To be newly acquired for the Canadian system).

1. On 540 kc., now used by U. S. military aircraft services, two 5 kw. stations, synchronized to this channel, would be established in Saskatchewan, with the right retained to increase to 50 kw. when deemed necessary.
2. On 1050 kc., at present a U. S. clear channel, a 500 w. station would be established in Nova Scotia. Now assigned to it in U. S. are KNX, Hollywood, and KFBI, Milford, Kan., limited time.
3. On 1100 kc., at present a U. S. clear channel, a 50 kw. station would be established in British Columbia. This channel is now shared by WPG, Atlantic City, and WLWL, New York, each with 5 kw., and used daytime by KGDM, Stockton, Cal., 250 w.

SHARED CHANNELS

(To be retained by Canada of the 11 formerly held)

1. On 600 kc. a 1 kw. station to be established at Montreal.
2. On 630 kc. a 500 w. station on Prince Edward Island.
3. On 780 kc. a 1 kw. station on the northern shore of Lake Superior in the Port Author-Fort William area.
4. On 880 kc. a 1 kw. station at Ottawa.
5. On 930 kc. a 1 kw. station in Quebec city.
6. On 1120 kc. a 500 w. station in Toronto.

SHARED CHANNELS RELINQUISHED

Canada agrees to give up the present use of 580, 890, 1010, 1200 and 1210 kc., which is interpreted here as meaning that the former limitation in the U. S. of 500 watts maximum power on these shared channels may be lifted, making way for increases in powers for U. S. stations on those channels provided there are adequate geographical separations between them.

PRIVATE LOCAL SERVICE

The following statement by the Hon. W. D. Herridge, Canadian Minister at Washington, in his exchange of notes with Acting Secretary of State W. R. Castle, Jr., is interpreted here to mean that Canada proposes to make use of its shared channels and up to 20 other channels in the regional and local categories for the 100 or more private local stations of powers up to 100 w. which it proposes to authorize supplementary to the foregoing—but with the agreement that adequate geographical separations must exist between Canadian low power stations and those of the U. S.:

"In order to secure satisfactory local broadcast service throughout Canada, it is proposed that stations, limited to a maximum power of 100 watts, be erected where necessary, and that they should be operated on shared channels. It is considered that 100 or more such stations may eventually be required in Canada, and that twenty channels should be available for this type of service. In establishing such stations, *it is proposed to maintain the same geographical separation between Canadian and United States stations as is maintained between United States stations of the same power.*"

range might be slightly affected by the carrier wave from the 500 watt Nova Scotia station. More likelihood of interference exists on the 1100 kc. channel as between a 50,000 watt station in British Columbia and the 5,000 watt WPG and WLWL. But no restriction is imposed upon the Federal Radio Commission to increase the powers of these American stations to override such interference, and that is the logical course to be expected.

With respect to the Canadian shared channels that are retained, Canada proposes to use them for stations of powers chiefly of 1,000 watts. The United States hitherto has limited powers of American stations using those channels to 500 watts. Canada's example automatically removes this limitation, and the American stations on those channels logically stand to gain horizontal increases to 1,000 watts provided they will not interfere with Canada or with one another.

Then, in addition, Canada relinquishes five of the previously shared channles, so that the same possibilities of increased power (provided geographical separations within the U. S. are adequate) reside on those channels, namely, 580, 890, 1010, 1200 and 1210 kc.

With regard to the 20 additional channels to be shared for local low power services, all possibility of mutual interference is precluded by Canada's agreement "to maintain the same geographical separation between Canadian and United States stations as is maintained between United States stations of the same power." In other words, the Federal Radio Commission's geographical separations between stations, designed to allow of a minimum of interference between stations using the same wave lengths by spacing them far enough apart geographically from one another, are accepted as a reasonable yardstick.

American officials professed to be highly gratified with the turn the Canadian wave negotiations have taken, since it entails the surrender of practically no American facilities to Canada and yet enables the Dominion to satisfy its own needs as it sees them. Naturally, they are not concerned with Canada's domestic structure except with regard to the mutual use of frequencies; that Canada should decide upon a quasi-governmental system is no concern to them.

In accepting the principle of advertising revenues to help support its broadcasting structure, Canada definitely adopts a semblance of the America Plan of radio. Unlike the United States, however, and like European systems, Canada proposes to derive much of its revenue from radio set taxes, which inevitably must be boosted above the present $2 scale to support so ambitious an undertaking.

In American broadcasting circles, the limitation of radio advertising to 5 per cent of the program content is not seen a serious handicap. It is estimated that American sponsored programs run well under 5 per cent in advertising content, and that enough sales messages can be crowded into such a period to warrant advertisers using the air. On the other hand, the danger of advertising censorship cannot be gainsaid; Canada at best is a limited market, and any restrictions upon the advertising message may serve as a deterrent to the use of radio by advertisers.

What of Mexico, Cuba?

THE ONLY fly in the ointment, so far as the United States is concerned, is the probable attitude of Mexico and Cuba toward this new wave agreement. The channel-sharing arrangement was made without consulting those countries. It is satisfactory to the American and Canadian governments largely because Canada retains enough exclusive channels to provide high power services to rural and remote areas.

It is possible further to crowd the regional and local wave lengths with Mexican and Cuban stations, with proper power restrictions, without adding to interference. But should Mexico and Cuba demand clear channels for higher powers, a dilemma will be faced. Under the proposed setup, those clear channels could not be obtained without taking them away from the United States or Canada or both—and the United States stands to be the biggest loser because it retains most of the clear channels.

Canadian Radio Proposal is Challenge To U. S. Broadcasters, Dill Tells Senate

Senator Sees Way Opened for Simultaneous Operation Of East-West Coast Stations in This Country

Senator Dill

EXISTENCE of a government-owned broadcasting system will be a challenge to American radio station owners, giving the public a direct comparison with the American system of private enterprise, Senator Dill, (D.) of Washington, leader in Congress on radio matters, declared in the Senate May 11. If the Canadian plan succeeds in satisfying the people of Canada and in meeting popular approval of American listeners along the Canadian border, he said, it "may easily lead to a nation-wide demand for government operation of all radio stations in the United States."

Senator Dill had no criticism to make of the tentative wave division agreement between the United States and Canada. It points the way, he indicated, to the simultaneous operation of east-west coast stations in this country on the same wave lengths, in view of the fact that two U. S. clear channels are thus to be used under the agreement. The Radio Commission, he said, has agreed to this division with Canada, whereas it has hitherto refused to consider duplicating clear channels in the United States.

"The new plan of the Canadian government for the operation of radio stations will be watched with great interest by the American people," he said. "It will consist of nine high power cleared channel stations connected by the chain system with one cleared channel station in each province, and two smaller stations, one at Montreal and one at Toronto, together with whatever number of 100 watt stations may be needed for local purposes.

To be Watched in U. S.

"THE LICENSE fees of $2 per year for receiving sets and the limitation of 5 per cent of any program for advertising, and all under government operation, will make a most interesting comparison with our privately owned system in the United States. If the

(Continued on page 34)

Text of Canadian Committee Report to Parliament . . .

FOLLOWING is the full report of the special Parliamentary committee on radio which on May 9 recommended reorganization of Canadian broadcasting:

Sir: In accordance with the duties and responsibilities delegated to us, and the terms of reference submitted, your Committee met on March 8th, and, since that time, held 27 meetings, heard evidence, received briefs and submissions from fifty-three sources, including governments, individuals, corporations, associations, leagues and clubs.

Your Committee was seized, from the inception, of the national importance and international character of radio broadcasting, and the evidence submitted has served to further consolidate our opinion of the far-reaching scope and benefits of proper, well-regulated broadcasting services throughout Canada, as a medium of education, thought- provoking development, and fostering of Canadian ideals and culture, entertainment, news service and publicity of this country and its products, and as an auxiliary to religious and educational teaching, also as one of the most efficient mediums for developing a greater National and Empire consciousness within the Dominion and the British Commonwealth of Nations.

Your Committee desires to express at the outset, to the present Radio Broadcasting stations, this tribute: That they entered as pioneers in a field of service in the art of radio, and, under trying handicaps and sacrifices, worthily kept pace with a science fraught with ever-changing improvements and development, and rendered this service under handicaps, which is most praiseworthy.

Your Committee is convinced, however, that the present system, excellent as it is in certain respects, does not meet the requirements in quality and scope of broadcasting to ensure its maximum benefits.

Reference No. 1—"To consider the Report of the Royal Commission on Radio Broadcasting, dated the 11th day of September, 1929, commonly known as 'The Aird Report.'"

Aird Commission Views

YOUR Committee was fortunate in having the three Members of the Aird Commission appear before us to amplify and explain their report, and much valuable information was thereby secured, and, if we are unable to completely accept their findings, it must be obvious that there has been a great change in the science of radio broadcasting, and in the financial condition of the country, in the last three years.

Reference No. 2—"To advise and recommend a complete technical scheme for Radio Broadcasting for Canada, so designed as to ensure from Canadian sources as complete and satisfactory a service as the present development of radio science will permit."

Your Committee recommends a chain of high-power National Stations, operating on clear channels, located at suitable intervals, the location to be determined by a careful technical survey of Canada.

Your Committee recommends that consideration be given to the use of five 50 kw. stations, one in each of the following Provinces of Canada, viz., British Columbia, Manitoba, Ontario, Quebec, and, in the Maritimes three 500 watt stations one for each Province, or one 50 kw. station, as may be determined by the Commission. In Saskatchewan and Alberta, we suggest two 5 kw. stations in each Province, synchronized on a common channel. Further, a 10 kw. station in Northern Ontario and one in Western Ontario, a 1 kw. station at Port Arthur-Fort William; a 500 watt station in Toronto, and a 1 kw. station at, or near, Ottawa, Montreal and Quebec.

Provides Local Stations

YOUR Committee further recommends a number of stations of 100 watt power and under, operating on shared channels, located where required:

(a) To serve areas not satisfactorily covered by the National Stations.
(b) For secondary stations in areas where there is a demand for several channels to be in operation at the same time.
(c) For educational purposes.
(d) For legitimate experimental work.
(e) For local broadcasting of community interest.

Your Committee further recommends that the cost of radio in Canada be self-sustaining and that only the money available from Transmitters' and Receivers' License Fees, and advertising income, be expended, and that the question of the amount of Receivers' License Fees be left entirely in the hands of the Governor in Council.

Reference No. 3—"To investigate and report upon the most satisfactory agency for carrying out such a scheme."

Sets Up Radio Commission

YOUR Committee recommends that a Commission be appointed, consisting of three adequately-paid Commissioners; a Chairman to hold office for a period of ten years; a Vice-Chairman for a period of nine years, and the third Commissioner, for a period of eight years.

That there be appointed an Assistant Commissioner in each Province, who shall also act as Chairman of such Provincial or Regional Advisory Programme Committees as may be formed; the Assistant Commissioners to be selected in consultation with the Governments of their respective Provinces.

Your Committee further recommends that the Commission be vested with the necessary powers to carry on the business of Broadcasting in the Dominion of Canada, such powers to extend to the following matters:

(a) To regulate and control all broadcasting in Canada, including programmes and advertising.
(b) To own, build and operate transmitting or receiving stations in Canada.
(c) To acquire by lease, purchase, expropriation or otherwise, any or all existing broadcasting stations.
(d) To enter into operating agreements with privately-owned stations.
(e) To originate programmes, and secure outside programmes by purchase or exchange, and to make the arrangements necessary for their transmission.
(f) To determine the number, location and power of all broadcasting stations required in Canada.
(g) To control the issuing or cancellation of licenses to broadcasting stations.
(h) To cancel the allotments of channels to any stations, or to make substitution of channels.
(i) To prohibit the establishment of privately-operated chains of stations in Canada.
(j) Subject to the approval of the Parliament of Canada, to take over all broadcasting in Canada.
(k) To be vested with all other powers necessary or incidental for the fulfillment of the objects of the Commission.

Committee Recommendations

YOUR Committee recommends:

(a) That one of the first duties of the Commission be the establishment of Trans-Canada Chain Broadcasting through the securing of the necessary land-lines as soon as possible.
(b) That a Nationally-owned System of Radio Broadcasting be instituted, and that all stations required for its proper organization be eventually acquired, same to be financed from the revenues accruing to the business of broadcasting, without expense to the taxpayers through the public treasury.
(c) That all stations, 100 watt and under, not required for the national system, remain under private ownership, but be regulated as to programmes and advertising, by the rules of the Commission.
(d) That all revenues obtained from license fees, sale of advertisement, and other revenues accessory to the business of broadcasting, be used by the Commission in the interest of radio.
(e) That advertising be limited to not more than 5% of each programme period.
(f) That the developing of Canadian art and artists, and the securing of outstanding programmes from outside Canada, be encouraged.
(g) That the Commission make available to the Provinces, when possible, the facilities of national and chain broadcasting.
(h) That the Commission make special effort to give such programmes as will be acceptable to provincial and local requirements.
(i) That before making changes in Canadian radio broadcasting, the Commission makes a complete survey of the present system, with particular reference to adequate coverage.

We desire to call attention to the extreme importance that the Commission should not assume, or even be suspected of assuming, a political complexion. All which is respectfully submitted.

(Signed)
RAYMOND D. MORAND, *Chairman*
ONESIME GAGNON
W. A. BENYON
R. K. SMITH
D. McK. WRIGHT
P. J. CARDIN
W. D. EULER
J. L. ILSLEY
E. J. GARLAND

A Canadian Viewpoint

Some Observations of a Leading Dominion Broadcaster Written Just Before Report was Rendered

By R. W. ASHCROFT
General Manager, Trans-Canada Broadcasting Co.

MARK TWAIN once said to me: "Benares, when a government or a God says to me: 'Thou shalt not!' and I nevertheless continue to do it, I regard the edict as a confession, or an admission, of incompetency."

Mr. Ashcroft

We were discussing, academically, the subjects of inhibition and prohibition. He felt that failure on the part of a government to wisely and paternally control and regulate conduct was an admission of inability to prescribe conduct, and did not justify prohibiting conduct by preempting or appropriating it.

What, you may say, has this to do with broadcasting?

Well, it has occurred to me that Mark's thoughts and opinions are particularly apropos in view of the existing agitation in the United States and Canada that our governments should take over radio, rather than that it should be administered under private ownership and wise and paternal government control, with the fraternal cooperation of ASCAP and the American Federation of Musicians.

I will discuss the Canadian situation only.

Our Dominion Government has been accused of incompetency in the administration of broadcasting in Canada. I will not waste your time by upholding or decrying the eligibility and the qualifications of its critics. Their remedy is that the aforesaid allegedly incompetent controlling body should, by its own act, become the competent operating body.

Competency Overnight

IN OTHER WORDS, a milk dealer in a city has been delivering impure, contaminated or watered milk to the mothers and babies of the municipality; the city fathers are apparently *non compos mentis* as to ways and means of inducing the recalcitrant dealer to deliver milk from contented and well-behaving cows; therefore, it is peremptorily demanded that the city at once take over and administer the grazing, calving, barning, and milking of all cows within their jurisdiction, and the pasteurization, sterilization and delivery of the product. That is to say, an incompetent or careless controller must, overnight, become a competent careful operator.

Now, is that an exaggerated simile? Will the city take over and operate all the dairies and farms? Will the government take over the ownership and operation

(*Continued on page 28*)

Tax on Broadcast Wire Charges Reported Favorably to Senate

5 Per Cent Levy is Restored Despite Protests; Station License Fee Scale Draws Opposition

By LYNNE M. LAMM

DESPITE the organized efforts of broadcasters and radio set manufacturers, the Senate Finance Committee has reported out the new revenue bill, designed to balance the budget, with provisions for a 5 per cent leased wire tax on all land lines used in broadcasting and also a 5 per cent tax on radio receiver and accessory sales. As passed by the House, the measure carried the receiver sales tax. The wire line provision had been excluded in House committee, only to be reinserted by the Senate.

That efforts will be made on the Senate floor to eliminate both provisions, notably that affecting broadcast wire lines, has been indicated by members of that body. Senator Dill, (D.) of Washington, has served notice that he will oppose the wire tax. A protest against the provision has been filed with the Senate by the NAB, through Philip G. Loucks, managing director. The Radio Manufacturers Association repeatedly has made known its opposition to the radio sales tax, which it calls discriminatory, arbitrary and unfair.

Congress has been so occupied with fiscal legislation during the past fortnight that it has had little time to devote to other pending legislation involving radio. The most important of the measures, the Davis omnibus bill (H. R. 7716), as amended by the Senate Interstate Commerce Committee, was recommitted to that Committee May 12. Objections to these Senate amendments, for the most part sponsored by Senator Dill, has tended to hold up action. There has been so much opposition to the proposed license fee provision, whereby $670,000 would be raised to help offset the cost of federal radio administration, that it now is doubtful whether the measure will be considered at all this session. Chairman Couzens, of Michigan, offered the motion to recommit, which was adopted without debate.

Refused Reconsideration

IN HIS PROTEST against the 5 per cent tax on lines, Mr. Loucks asked the Finance Committee to reconsider its previous vote. This was refused, however, along with similar requests from other industries affecting other provisions of the bill.

"The broadcasting industry," said the NAB protest, "is not unmindful of the necessity for Congress to enact tax legislation which would result in a balanced budget nor is this industry unappreciative of the task your committee faces in formulating an adequate tax bill at this time. Furthermore, broadcasters have no desire to avoid their just responsibility in this emergency.

"While it is true that a few stations serving large metropolitan areas are enjoying relatively good business, nevertheless by far the greater number of the 600 stations, particularly those remote from metropolitan areas, are struggling to make bare expenses. It follows, therefore, that many of these stations will be forced substantially to curtail their public service sustaining broadcasts such as religious services from churches, accounts of baseball and football games, political speeches and education programs from schools, all of which require expensive leased lines and for which the stations generally derive no revenue."

Mr. Loucks said further that imposition of the tax would be particularly burdensome to stations affiliated with networks in the south, southwest, west and northwest, where long line hauls from key stations normally constitute heavy costs. He brought out that the industry now is entering the summer season and stations are experiencing "extreme seasonable declines in revenues." Moreover broadcasters are faced with the license fee proposal, as well as with the proposal of the American Society of Composers, Authors and Publishers for music license fee increases ranging from 300 to 500 per cent.

Asks for Views

IN A NOTICE to all stations May 9, Mr. Loucks pointed out that the 5 per cent tax had been included in the bill and that every effort will be made to expedite action on the measure. He asked stations to answer a series of four questions so that the NAB would be able to present the views of the entire industry on the matter. The queries were on the total line costs during 1931 paid by each stations; what amount of the total represents line charges for broadcasting non-commercial programs; what amount of the total represents line charges for commercial programs, and to what extent would the imposition of the tax curtail public service programs, such as religious, sports and the like.

The provision for absorption of the Radio Division by the Commission, which was contained in the so-called House Economy Bill, would save $100,000 a year as well as eliminate duplication of effort in regulation, government actuaries estimated. A separate bill for the merger previously has passed the Senate.

Passage of the alien radio operators' bill (H. R. 11155) in the House, which would authorize the granting of operators licenses only to American citizens, was blocked by Rep. Stafford, (R.) of Wisconsin. The measure has passed the Senate.

License Fees Opposed

FOLLOWING the formal protest against the Davis omnibus bill filed by the NAB, as well as protests filed by the American Radio Relay League and other radio and communications interests, to the license fee provisions, Henry A. Bellows, former radio commissioner, and vice-president of CBS, on May 2 telegraphed his opposition to Senator Robinson, of Arkansas, the Democratic leader. The message was inserted in the Congressional Record as follows:

"Committee amendments to House radio bill reported without hearings appear utterly unworkable to entire broadcasting industry, and some of them seem so faulty as to call for complete redrafting. Believe it would be most unfortunate for Senate to vote on this bill in its present state and think it should go back to Committee for further consideration and hearings, but understand it may be called up for action Monday. Radio people throughout the entire country will be grateful for chance to be heard before the Senate acts."

Cashing in on Midnight Oil

Late Night Broadcasts Found Increasingly Profitable by WMCA After Seven Years Experience

By DONALD FLAMM
President of WMCA, New York

Mr. Flamm

SEVEN YEARS ago, when other radio stations considered 11 p.m. curfew time for all broadcasting activities, WMCA extended its sign-off time to midnight. The extension was made on the assumption that in a metropolis such as New York there undoubtedly were thousands of listeners who had no desire to go to bed at that early hour.

So successful was the experiment that the sign-off time of WMCA soon was advanced to 1 a.m. WMCA's "Round The Town Parade," a feature which took listeners into Broadway's most famous hotel grills and night clubs, was inaugurated and immediately established so large an audience that the station found it necessary two years ago again to extent its sign-off time. This time it was fixed at 2 a.m.

Varying Programs

AFTER MIDNIGHT, broadcasting from WMCA encompasses three types of programs. "Round The Town Parade" takes listeners to night clubs and hotel restaurants where well-known metropolitan dance orchestras and entertainers are heard. Recently, too, the station featured half hour programs called "Night Court" and "Vaudeville Vignettes."

A third late night series includes "Sleepy Time Club," a nocturne featuring Wurlitzer organ and voice with philosophy and poetry interpolated. Listeners are invited to join the mythical club through telephone calls. Since its inception a few months ago more than 15,000 members have been enrolled. Among these are Lupez Valez, Barbara Stanwyck, Vincent Lopez, Ely Culbertson, Ernest Truex, Buck and Bubbles, George Jessel, Ludwig Satz, Tony Canzonari, E. Ray Goetz, Preston Sturges, Joe Frisco, Lou Holtz, and Cole Porter.

"Round The Town Parade" is a commercial feature. A remarkable testimonial as to the popularity of WMCA's late night broadcasts is the fact that several night clubs have refused offers to install remote lines free of charge, preferring to pay for time over WMCA because of the station's assured following. WMCA maintains from 25 to 30 remote control points for these late programs. A new control board now being installed will permit as many as 55 remote points.

Advertisers Interested

RECENTLY commercial advertisers have interested themselves in late night time. It has long been my theory that such broadcasts should be extremely valuable to commercial accounts, particularly those distributing luxuries. Late night listeners are persons who can afford to buy luxuries . . . can afford to stay up late, in other words.

The men and women who needn't worry about punching the time clock next morning **do** stay up late and **do** seek entertainment. Letters of comment on WMCA's late night features prove that this line of reasoning is sound. Such letters come from residential districts populated by persons of wealth.

Recently WMCA extended its broadcasting activities even farther into the wee small hours, scheduling "Sleepy Time Club," its nocturne, from 2 to 2:30 a.m. Within the near future it plans to make 3 a.m. the regulation sign-off time.

Some of the better known dance orchestras now heard over WMCA late at night include Al Katz and his Kittens, from Hollywood Restaurant; Snooks and his Memphis Ramblers, from Paramount Grill; Enoch Light and his Orchestra; Ted Black and his Orchestra, from the Village Barn; the California Ramblers, from Will Oakland's Terrace; Noble Sissle and his Orchestra, from the Park Central Hotel Grill; Dave Bernie (brother of Ben) and his Orchestra, from the Coral Grill, and Smith Ballew and his internationally famous musical aggregation, from Pavilion Royale.

World System Studios Opening in Washington

WASHINGTON studios are being installed by the World Broadcasting System in the Washington building, just opposite the U. S. Treasury. The studios adjoin Western Electric headquarters, and will be open on or about May 21. With the opening of these studios, World makes available to members of Congress and other public officials complete recording facilities, enabling them to reach their constituents and the public at large regularly by means of transcriptions placed on local broadcasting stations. It is expected that widespread use of this method will be made in the forthcoming political campaign, both nationally and sectionally. Recording facilities will be provided free of charge, only a nominal fee being imposed covering the cost of disks.

The Role of an Agency's Radio Department

By MONTE W. SOHN
Vice President, Picard-Sohn, Inc.

An Advertising Man Calls Many of His Colleagues to Account For Cold-Shouldering the Station-Tested Program

A LIVELY ARGUMENT on the question whether sponsors should use new or old programs when they first take the air was started when Walter Neff, of WOR, Newark, in the April 1 issue of BROADCASTING suggested that experimentation in this field be left to the broadcasters. Bernard A. Fenner, of KOIL, Council Bluffs-Omaha, on May 1, contended that new features should introduce new advertisers. Now comes an advertising agent with a view that coincides for the most part with Mr. Neff's. The author of this article, a partner in the Picard-Sohn agency for ten years, proposes that agencies limit their activities in the program field, and effect a truce with the broadcasting companies.

Mr. Sohn

IF THE TOY characteristics of radio were a little less present, if it were more work and less play, if all of us didn't secretly believe we were potential Roxies—the agency benefit would be vast. As it is, every advertising organization of the merest consequence boasts a radio department whose work in great measure is engagement in very pleasant guessing contests. When the guessing is good, some client's sales are agreeably stimulated. When the guessing is bad—the client pays just the same. All of which should make any intelligent agency executive do a little intensive pondering.

Here are the broadcasting companies spending staggering sums on sustaining programs to keep their circulation large. They employ abilities whose background is years of audience study. They pay fancy prices for some of these services. They invest hugely in orchestral, vocal, dramatic humans. They put on the air features whose appeal, whose box office value is doubtless, and when one of our clients reveals a radio wishfulness, we have to build a brand new act for him, whose worth is the toss of a coin. We deliberately turn our backs on the sustaining programs that have proved their merit. We must create something different. And we do. And having done so, our professional pride remains a virgin, our place in the sun is justified, our integrity is inviolate. And then we communicate by short wave with God, who we hope will bless the job with success.

My gyroscope may be a little out of kilter. The valves may need grinding or something. But if the immediate foregoing isn't level thought, I'll trade the gyro for a shopworn copy of Paine's "Age of Reason."

It might be that conscientious agency men feel they must justify their 15 per cent for radio service. It might be they think the business of entertaining, now a part of advertising work, must be learned to protect their companies against entertainment racketeering. It might be professional pride, jealousy, suspicion, or just plain avarice for extra profit through talent commissions. Whatever it is, it's too bad.

Too Much Experimenting

THE UNQUENCHABLE yen for "another Amos 'n' Andy" has been satisfied a dozen times by the broadcasting companies. Never, so far as I know, by an advertising agency. To the owners of the quizzical eyebrows I ask who created "Gene and Glen," who built and sustained so long and confidently "The Rise of the Goldbergs," who fathered the "Lucky Strike Dance Orchestra," where was born the idea of the "Main Street" sketches. I should ask the doubters what they know of the origin of Sisters of the Skillet, the vocally versatile Phil Cook, Uncle Don, Tony Wons, the Mills Brothers, Morton Downey, Bing Crosby, Kate Smith. Radio made these great audial attractions . . . but it was an inside job.

The callers-to-account will by now be paging me for cross-examination. Am I suggesting they button up their radio departments, fire their gradually developed radio effectives? I am not. Timidly, I am hinting there is entirely too much experimentation with new acts, new ideas if we really know anything about box office values. If in these few years of stirring up tanbark and rubbing elbows with tinsel we have absorbed the elements of theatre, we cannot better prove it than to admit the already wows that the stations have achieved.

Let me depart for a moment with analogy. Here is a new account, The Mater Tempus Clock Company. Our visual experts, our merchandising geniuses, our copy minds, our researchers for days have been in maternity hospital, expectant. Their brain children are worried over. Everybody hopes the issue will be notable. Nobody knows.

Now imagine—if you do this readily—imagine a publisher's representative, for COSMOPOLITAN, for instance, walking into the shop. He has an unusual message. Says he, "Quit wondering what kind of advertising campaign to produce for Tempus Clocks. Here's the works." And he unfolds from his portfolio a series of twelve advertisements. "These," says he, "are a campaign now running in Cos' which people are gaga about. We got eight thousand unsolicited letters from readers, without any sort of trick offer, gag, contest, when the very first piece appeared. And more have been coming in every month. And," he continues, "here's something that will stop any client." He reaches into his case and brings forth an affidavit from a well known firm of accountants. "Through an accident of oversight, our make up man left out one of these clock ads, the piece scheduled for the April issue. And eighteen thousand people wrote in asking why it was left out.

If such a thing could happen, is there any doubt the agency would by COSMOPOLITAN's already proved clock campaign?

The point needs no elaboration. Extravagant, fantasy so far as the print press is concerned, it is fact and circumstance in radio.

The statement might here be heard that many a sour job has been sponsored by the broadcast companies and many an ambitious idea has failed to come off. Which would be true. I have listened to some sustaining programs that I knew were lousy as to audience merit—knew certainly, because *I* liked them so well. But the death of such programs cost no product prestige, no client's good will, no agent gray hairs. Their loss was only the broadcast company's—in audience, in cash from their courageous pocketbooks.

A Common Weakness

EVER SINCE the beginning of advertising, agencies have had to deal with clients who insisted upon dipping into the advertising job because they had "been in the shoe business for seventy-four years—and nobody understands our particular problem as we do." It took a long time to educate clients to the point where they permitted comparative freedom of action to the agent. Now, in his cold-shouldering the broadcast company's program department, we find the agent doing the same thing, on much the same ground.

"Ah," ahs the Superior Advertising Agency, "But *our* case . . . you aren't talking about *us*. No cut-and-try, feel-your-way, experimental ground is *this* radio department. Oliver J. Holliwell, playwright, manager, years-long showman extraordinary on Broadway heads the staff. Orifice N. Rubato, arranger, composer, pianist, conductor, also is on our payroll—directing the music division. And the men they've gathered around them makes ours the best radio department advertising."

Pardon, Mr. Superior. You don't quite understand. I'm casting no aspersions on radio departments. Yours is doubtless one of the best. And a good radio department is an important essential in any agency. I'm coming to a comment on its functions later. But meantime, would you ask Messrs. Rubato and Holliwell a bit of a question? Ask genius Rubato if he ever wrote a melody that was no go . . . Ask him what happened to his opera "Virginia Dare," or his "Adirondack Suite," and perhaps also he can explain why his musical comedy "The Roaring Forties" closed in three weeks. Ask Mr. Holliwell how many of his plays were really successful and if there were any flops in the lot. Then ask each of them if there is not some way of predetermining whether a play or a ballad, a concerto or a farce will succeed.

What Agencies Can Do

THE SUM of it is that no one knows. And when the broadcast company is willing to invest hugely to find out, the discovery of a success ought to be the signal for a scramble by agents and clients.

How shall we best use our radio

(*Continued on page 24*)

A Complaint About Free Advertising

"Kind Offers" of Sustaining Features and Radio Time Sold on Return Basis Arouse Broadcaster's Ire

By S. G. PERSONS,
President and General Manager,
WSFA, Montgomery, Ala.

Mr. Persons

A REGIONAL broadcaster views with alarm two parasitic evils which threaten to suck the smaller stations dry unless a united fight is staged against them. These are the numerous offers of electrically transcribed programs on a no-pay-no-charge basis in the thin guise of sustaining programs and the acceptance of advertising announcements with the understanding that the station will get a certain percentage of the returns it receives and transmits to the sponsor. The first is out and out free advertising, whereas the second constitutes rate cutting, he contends in this article.

IN THE writer's mind there are two glaring conditions confronting the business of broadcasting today that can only be corrected by publications such as yours in starting an intensive drive to acquaint station managers all over the country with the present laxity of our business.

The first of these faults which we see is that every day we are flooded with "kind offers" of agencies or station representatives who offer us, under the guise of "high class sustaining programs," electrical transcriptions or talks which are out and out advertisements, disguised, of course. These letters come from "associations," "institutes," as well as from agencies and representatives; and, to be perfectly frank, we have in the past "bit" on some of these ourselves. Therefore, we speak with knowledge born of experience.

Only yesterday we received a letter from a station representative offering to supply us with 15-minute sustaining programs which were to be radio features of current motion pictures. We were to agree that we would broadcast these "sustaining programs" at least once, and possibly three times, preceding the picture which was to be played at one of the local theatres. Just why the motion picture industry should receive free advertising is beyond us. Quoting from the letter itself, it subtly states, "in order to participate in this unusual offering, and have YOUR STATION SELECTED (the capitals are ours) we ask you to return the enclosed form," etc.

A Magazine's Generosity

TODAY we received another "kind offer" from a manufacturer of transcriptions stating "Whether or not we can make the necessary arrangements with the authors and _____ Magazine depends to a large degree on our ability to convince them that the stations really want these excellent programs sufficiently to put them on regular schedule." In other words, friend editor, this station, and probably the 700 others in the United States, might possibly be lucky enough to be able to give away 15 minutes of our time each week. When you look at these so-called "kind" offers in the proper light, we must assume that radio stations in general are thought of, by certain firms, as being just what our friend P. T. Barnum once said, that "there is a fool born every minute."

Now, please bear in mind that these letters in question came from radio station representatives—firms that should, of all people, be on the lookout for some way to *make money* for radio stations. For, it is only if we prosper that they prosper. Of course, it is obvious that these firms would get their commission in placing business. But just why, as they state in their letters, radio stations should broadcast these fifteen minute programs on a "no-pay," "no-charge" basis, we do not know. And, incidentally, in traveling over the country, the writer has heard, time and time again, these propaganda programs being broadcast from stations of from 100 watts on up through 25,000 watts. It seems that some station managers will accept anything to fill up time, regardless of the fact that in doing so they are practically losing any chance of getting paid business in the future. Looking at it from the advertisers' side, they would be foolish to *buy* space when they could get it free over so many stations.

There's the Waste Basket

JUST ONE more word in this connection. If all station managers would look at "free offers" of this kind and then promptly consign them to the waste-paper basket, it would not be long before this practice would cease.

The other glaring condition that we believe should be corrected is that of accepting advertising on a commission basis. Just imagine, if you can, any reputable newspaper that would sell its space on a *chance* of making money. They found out, years and years ago, that this can not be done. Our mail every day contains offers from cosmetic manufacturers, nurseries, beauty preparations and, in fact, almost every other line of business that offers a "sure-fire" way of making money. All that we have to do to make this money is, in our "spare time," as they put it, run the announcements which they kindly enclose. Then after collecting the dollar, or some other amount, from the listeners, we forward it to them, less say twenty-five cents. In 99 cases out of 100, if a station manager will check up, he will find that he is not collecting even half of his regular rate. He is urged to run the announcements "as many times as possible" as by doing so "both of us will make more money."

You cannot look at this one way in the world but what it amounts to, price cutting, and if we are to expect legitimate agencies and representatives to continue to send us business, we must certainly not cut the price one way or the other. Frankly, these "per inquiry" contracts are a constant source of worry, as in lots of cases the merchandise which the customer gets is of inferior quality and then friend station manager always gets hot letters from his listeners—and rightly so. And, after all, when your listeners get down on you, Heaven help any station, regardless of size.

We do not believe that most station managers throughout the country have any idea of the pitfalls which a continuation of accepting free advertising under the guise of "sustaining programs," and accepting advertising on other than a straight contract, can possibly lead to. And, above all, we believe that agencies, and particularly radio station representatives, should cease this practice. In a recent trip to New York, the writer talked over these two problems with a number of large station representatives, and in each case was assured of their absolute cooperation.

In conclusion we believe that if all stations would stop running all advertising programs of any nature except when paid for and also not to accept advertising on other than a straight contract basis and to deal only with recognized agencies and representatives, that this world of radio broadcasting would be a much more pleasant place to live in.

What do you think?

Gets Full Time

AUTHORITY to change frequency from 1420 to 1200 kc., and to change hours of operation from 10 a. m. to 6 p. m. to unlimited, was granted KGVO, Missoula, Mont., by the Radio Commission May 6. The station, using 100 watts, is operated by Mosby's, Inc.

Van Devanter and Olds End Partnership, Form Separate Organizations

Miss Olds

THE PARTNERSHIP of Betty Van Devanter and Mary Olds, formerly known as Dramatized Radio Merchandising and occupying offices adjoining those of Scott Howe Bowen, Inc., in the Chrysler Building, New York, has been dissolved, and both Miss Van Devanter and Miss Olds are heading separate enterprises. Miss Van Devanter has formed the Betty Van Devanter Radio Programs and has retained the old offices. Miss Olds has taken a new office at 500 Fifth Avenue, her main business to be the creation of radio ideas and the building of radio programs.

Miss Olds was one of the first women station managers and program directors in the country at KFRC, San Francisco. She came east in 1926 and created the Jean Lambert Dale and Calliope hour on WOR, Newark, a successful morning program. Since leaving WOR her work in the program bureau has largely specialized in electrical transcriptions. At present she appears as Dorothy Chase in "Melodies of Charis" over the CBS network on Wednesday mornings.

Among the programs now being handled by the Van Devanter service are: P. Beiersdorf, New York, (Nivea Cream), featuring "Eileen and Bill" on WOR, Newark, and "Everyday Beauty" on WJZ, New York, and WIBX, Utica, N. Y., handled through Federal Advertising Agency, New York; Continental Oil Co., Ponca City, Okla., featuring "Exploring America with Conoco and Carvath Wells," over the NBC-WJZ net, handled by Tracy, Locke & Dawson, Dallas, Tex.; Charles C. Hires, Philadelphia, (root beer and extracts), featuring Leonard Cox's "Centerville Sketches" on transcriptions placed through Scott Howe Bowen and Mark O'Dea Agency, New York; Quaker State Oil Co., Oil City, Pa., featuring the "Carefree House," a Scott Howe Bowen transcription handled through Carol, Dean and Murphy, Chicago, and Purolator, Inc., (oil filter) spot announcements, handled by Scott Howe Bowen.

Commission to Move

REMOVAL of the Radio Commission offices from the National Press Building to the Interior Department building has been ordered prior to July 1, in line with the administration's economy program. Congress eliminated the appropriation of $45,000 for rental of quarters in the Press Building, and the Radio Division of the Department of Commerce, as well as the Commission, have been ordered to occupy adjoining quarters in the Interior Building, where both previously were located two years ago. Absorption of the Radio Division by the Commission, as a further means of reducing operating expense, is proposed in Congress.

Dr. Klein Favors Self Regulation of Radio

By SOL TAISHOFF

Assistant Commerce Secretary Opposes U. S. Ownership; Excess Advertising Will Defeat Itself, He Avers

"LET BROADCASTERS iron out their own internal problems, provided that in the process the public does not suffer; and to insure that, let every proper safeguard be made available."

In that terse statement, Dr. Julius Klein, Assistant Secretary of Commerce, prescribed his remedy for the "advertising evil" that has provoked such stir in Congress. While he made clear that he was not in a position to speak officially for the administration, Dr. Klein's views are of profound significance because of his intimate contact with national industrial and economic matters.

Full confidence in the American Plan of free competitive broadcasting, as opposed to the so-called European system of public monopoly, was expressed by the official in an interview with BROADCASTING on current broadcasting problems. He spoke as one who has been identified with radio regulation since its advent, and who, as Herbert Hoover's chief lieutenant while the former was Secretary of Commerce, helped in framing the original law. Moreover, Dr. Klein only this month is observing his fourth anniversary as a weekly network speaker on his Department's activities.

"I am very definitely in favor of free competitive broadcasting as being in accord with the American concept of freedom of speech and of the press," Dr. Klein asserted. "I can no more conceive of government ownership of radio than of the newspapers. There is quite a comparability between the two, and government operation of broadcasting would be rather a dangerous temptation to bureaucracy."

THE CONFIDENCE that Dr. Klein has in the ability of American broadcasters to settle their own difficulties without government interference is particularly significant in view of his general recognition as the administrations spokesman on many public matters. This exclusive interview presents an interesting picture of radio from the point of view of a high government official, who offers several concrete and worthwhile suggestions.

Dr. Klein

Favors American Plan

HAVING observed what might be called the "rigidity" of so many of the European governmental enterprises, Dr. Klein said he felt the American system of government regulation, rather than of government control or operation is much more in accord with the rapidly growing needs of an industry such as broadcasting. The effect of the "dead hand" of bureaucratic control, he said, is well known in industry. "It is inelastic and retarded in its response to the needs of any economic force,—far more so than private enterprise.

"I don't ignore the necessity for a certain amount of governmental participation in behalf of the 'consumer' or listener, but that is vastly different from government monopoly. I doubt whether European broadcasting is entirely bereft of a certain element of political intrusion of its radio monopolies. On the other hand there is no question but that any disinterested observer is aware of the far wider range and diversity of our programs as compared to those of the foreign government monopolies, because of the flexibility of private enterprise, as compared with the inevitable impediments to resourceful resilience which are apt to characterize any governmental agency."

On the mooted question of commercial programs, the Assistant Secretary said he believed that broadcasters, by and large, with but few flagrant exceptions, are fulfilling their public service obligations. He said there naturally is resentment against programs which contain excessive advertising, and that while there may be some legislative "short cut" to a full remedy to this troublesome problem, he favored self-regulation by the industry, provided, of course, that the industry really will take that necessary initiative.

"While I do feel there unquestionably is an excess of commercialism in some programs (I have used the stop-watch on them), many radio advertisers are shrewdly acquiring a fine measure of good will among their listeners by employing restraint, deftness and skill rather than mere duration in their advertising messages. It is my opinion that the return rewarding those resourceful advertisers will force other competitive companies, now perhaps among the violators of good-taste on the air, to follow the same practice in self defense."

A material improvement in the quality of radio programs during the past year or two was perceived by the Assistant Secretary. He said a better balance is being maintained in the handling of broadcasting as an amusement and cultural medium, and that while some progress has been made in educational features, those programs are not yet all that can be desired.

"I have not studied the educational question and have only a superficial knowledge of the difficulties between commercial and educational groups over wave lengths," Dr. Klein asserted. "I see the advantages, however, of having diversified programs, and of tucking in an educational feature every so often, along with jazz, dramatic skits, comic features, symphonies, speeches, etc.

"Therefore, I am inclined to accept, in principle, the point of view expressed by several radio commissioners that radio facilities should not be allocated to special groups for special types of programs, but that every station alike should be required to fill a definite public service obligation. This would tend to enhance the values of the whole of the radio system of the nation."

Conferences Favored

DR. KLEIN endorsed a return to the procedure adopted in the early days of broadcasting of holding "round table conferences" under Federal auspices for the discussion of problems of the industry. During Mr. Hoover's tenure as Secretary of Commerce, when that department was charged with radio regulation, such conferences were held periodically. It is often said that those days, although the most hectic from the industry's standpoint, were the most peaceful from the Federal supervisory standpoint.

"I heartily endorse round-table discussion by industry with Federal agencies, provided they do not devolve into wrangling mass meetings. If they are participated in by small groups with only one or two key questions involved they are more likely to be without the perils of selfish propaganda and futile mass arguments. No dictatorial attitude should be taken by the government agencies, which should sit as mediators, and certainly not as paternalistic autocrats. In broadcasting, the government should be the spokesman for the almost inarticulate millions of the radio audience."

The remarkable expansion in the last decade of the services rendered by the Commerce Department in behalf of the small business man was attributed by Dr. Klein largely to the use of broadcasting in disseminating information concerning the Department's facilities which are available to the small retailer or factory owner or banker, from the corner delicatessen owner to little machine-shop manager. His own weekly talks began just four years ago over NBC and subsequently were switched to CBS. The same talks are broadcast locally from manuscripts by a number of independent stations.

Before the use of broadcasting, Dr. Klein said, the Department felt it had "pretty good contacts" with business and business men throughout the country. "But," he added, "on the outer fringes we found tens of thousands of little business men not identified with trade associations or other groups who for the first time through the radio became aware of the service the Department was ready to render in their behalf.

Mass Appeal of Radio

"THESE TALKS, by bringing the many useful agencies of the government for the first time to a large and, in the aggregate, very important element in the affairs of the nation have served to strengthen the country's industrial fabric. Not many of these newcomers on the Department's contact lists wear white vests, or spats or monocles, but they are the backbone of business. Without them, the larger industrialists would have no outlets for their merchandise."

Response to these talks, Dr. Klein declared, has been nationwide, and is indicative of the penetrative scope of broadcasting, both of the network and independent stations. Radio has expanded the possibilities of this type of service, which cannot be obtained in any other way, he explained. Thousands of letters are received after each weekly broadcast, representing a cross-section of the whole social structure of America and presenting a vivid picture of how universal radio is, he said. Letters come from industrial magnates, illiterate street-sweepers, store keepers, convicts, cowboys and the "usual variety of nuts."

"Our replies," Dr. Klein stated, "are thoroughly representative of the whole nation and show that radio is a vehicle that does reach the people in all strata."

Much good is accruing from international program exchanges as a means of promoting international understanding and goodwill, according to Dr. Klein. Hearing distinguished leaders of other nations over the radio, he said, stimulates the curiosity of the American people, and tends to urge for a more intensive understanding of international problems.

Network broadcasting, while it

(*Continued on page 26*)

Views of Broadcasters Solicited As Copyright War Approaches

Schuette Urges United Stand Against ASCAP; Need of "War Chest" Urged to Press Fight

A FORMAL "declaration of war" against the American Society of Composers, Authors and Publishers, to thwart its proposed drastic upward revision of musical copyright license fees, will be made shortly in behalf of the entire broadcasting industry by the NAB.

Ample evidence that broadcasters, from the smallest to the largest, intend to enter the fight with a united front has been received at NAB headquarters in response to a letter sent to all stations asking their views on the Society's proposal to increase the license fee between 300 and 500 per cent next Sept. 1. These are being analyzed by Oswald F. Schuette, newly appointed generalissimo of the broadcasting copyright forces, and will form a basis of the formal notification of the industry's stand to ASCAP.

In his first official statement since he was retained by the NAB, Mr. Schuette told BROADCASTING that only by unified action can the industry adequately meet the current problem. Until he has had opportunity to acquaint himself more fully with the situation, he said he would not be able to map his definite campaign.

Evidence of Unity

"THIS IS the battle for the entire industry, and therefore I have asked every broadcasting station in the United States to give me its views on the demands for increased license fees which have been made by the Society," Mr. Schuette declared.

"The broadcasters know better than any one else whether they can afford to pay an increase in these figures under the present economic conditions," he said. "It is really their fight rather than that of the NAB alone. I have been more than gratified by the overwhelming evidence that we are going into this situation with a united front."

Three questions were propounded by the NAB in the letter sent to all stations under date of May 7. Previously NAB has sent to all stations copies of the April 11 proposal for 5 per cent of gross from commercial programs together with the so-called sustaining license, as well as copies of the correspondence with E. C. Mills which led us to the moratorium from June 1 until Sept. 1, pending further negotiations.

"In order that we may have the views of the entire industry in the negotiations with the Society," said the letter, "we are asking every broadcast station to answer the following questions:

"Are you in favor of accepting the Society's proposition?

"Can you afford an increase in your copyright license fee?

"What is your present annual fee to the Society?"

Stations were asked to wire their replies immediately to NAB headquarters in Washington.

Following Mr. Schuette's appointment on April 29 by the plenary committee of the NAB, consisting of A. L. McCosker, WOR, Newark, chairman; F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington director, meetings were held in New York to map out the immediate campaign. Mr. Schuette discussed with Philip G. Loucks, NAB managing director, and members of the plenary and copyright committees all aspects of the situation at the New York sessions, which lasted from May 4 to 7.

Suggestions have gone out to stations from several sources that they contribute to the "war chest" of the NAB to carry on the copyright fight and to ensure future supplies of musical works for stations, regardless of the outcome of the current negotiations with ASCAP. To NAB members it has been suggested that they voluntarily assess themselves additional amounts equivalent to their regular dues.

Increases in the membership of the NAB are reported since the beginning of the new copyright negotiations. It has been emphasized repeatedly by broadcasters that whatever method of copyright license fee is decided upon must provide equitable treatment for stations of all classes. In the present battle the resources of the larger broadcasters are placed at the disposal of the smaller ones in less favorable position to carry the burden.

Songwriters Organize

WHILE Mr. Schuette's activities for the past six years have centered on the industrial side of radio in his fight against the so-called "Radio Trust," he also has been active in the interests of small stations. It was he who in 1928 organized the Independent Broadcasters Association to combat the Radio Commission's plan to delete 164 stations as a part of its reallocation of that year. All but 30 of the stations were continued, and these deleted were not among the association's membership.

Meanwhile negotiations have been going forward between the NAB copyright committee, headed by Paul W. Morency, WTIC, Hartford, and ASCAP, through Mr. Mills. Nothing of importance, however, has developed since the agreement to postpone the effective date of the new scale until Sept. 1.

Reports that the Songwriters' Protective Association, recently organized in New York, plans a campaign against filching of their tunes have been published in the press. M. Koenigsberg, former head of the International News Service, has been appointed czar of the songwriters, and it is understood that the association is considering an application for a charter from the American Federation of Labor. An alleged diminution in revenue to songwriters is attributed to the effect of radio, and under the association's plan ownership of compositions would be vested in the authors rather than in the publishers.

New Lapel Mike

HERE'S the new lapel microphone developed by Radio Television Industries Corp., of Reading, Mass. Measuring less than 1¼ inches in diameter and only one-fourth of an inch thick, the midget mike is designed for speakers and singers, affording complete freedom of action and, according to Alfred J. Pote, president of R. T. I. C., permits "more natural performance on the stage or in the open."

Due to its fixed and favorable position, Mr. Pote says the lapel mike provides a better pick-up than ordinary microphones. Far from being a toy, it is said to replace any standard two-button type without additional equipment or circuit changes of any kind. It is a carbon-granule type, with stretched gold-plated duralumin diaphragm, features making for maximum sensitivity and fidelity. Tests show the instrument to be exceptionally free from hissing and crackling.

Newspapers Lead Radio In Advertising Revenue

THE APPROPRIATIONS of national advertisers for all newspaper space far exceeded that for broadcasting during 1931, according to W. E. Macfarlane, CHICAGO TRIBUNE, chairman of the committee in charge of the Bureau of Advertising, American Newspaper Publishers Association. The complete figures he announced follow: newspapers, $205,000,000; magazines, $167,000,000; broadcasting, $36,000,000; outdoor, $30,000,000; car cards, $4,500,000. The radio figures do not include spot broadcasts.

The only medium which made consistent gains over the past three years, however, is radio. The figures as reported by the committee are broken down as follows on the basis of $1: newspapers, 46.4 cents; magazines, 37.7 cents; chain broadcasts, 8.1 cents; outdoor, 6.8 cents; car cards, 1 cent.

WMAQ Moves

WMAQ, Chicago, recently linked with NBC, moved May 7 into the Merchandise Mart quarters of NBC. The station, still half owned by the DAILY NEWS, will keep the same identity as in the past. The DAILY NEWS' television station will remain on the 26th floor of the newspaper building.

NBC's west coast office, San Francisco, has issued a 16-page illustrated leaflet telling of the NBC Spotlight Revue sponsored by the Associated Oil Company.

Radio Will be Employed In Dual Sponsored Hunt For U. S. Brightest Smile

RADIO, newspapers, and 24-sheet posters will be employed by Agfa-Ansco Corp., manufacturer of still and motion picture photographers' supplies, Binghampton, N. Y., and the Iodent Co., makers of toothpaste, Detroit, in a unique cooperative "National Smile Hunt" from May 15 to August 6.

The NBC network will be used in the 12 weekly contests. A total of $350,000 will be spent on the campaign. The winner of the grand prize for "the brightest smile in America" will be given his choice of a two weeks' trip to Detroit, New York, Philadelphia and other cities or $500 in cash.

Weekly prizes include three $260 Cine-Ansco home movie outfits and 370 other cameras. The dealer named on the back of the winning photograph will receive prizes with an aggregate value of $130 from both manufacturers.

Entrants will send the Iodent Co. snapshots of their own or any other bright smiles. Photographs must be accompanied by the end of an Iodent carton or a copy. If the entrant sends with his print the label from a package of Afga-Ansco films, the company will send him a free roll of films.

Hormel on the Air

GEORGE A. HORMEL & Co., Austin, Minn., this month introduced its new canned vegetable soup in a campaign that will run for nine months in various cities, using both newspapers and radio. It is handled by the Minneapolis office of Batten, Barton, Durstine & Osborn, the program being built around the personality of Jean Vernet, French chef, who produces the soup which is served as it comes from the 20-oz. cans which are retailed at 15 cents. Coupon and sample offerings are being tried, though a different type of campaign is undertaken in each city.

Politics to Start

NATIONAL politics actually begins on the radio in the 1932 campaign on Sunday, May 22, when the NBC broadcasts the national convention of the Socialist Party from the Municipal Auditorium, Milwaukee. Both NBC and CBS will also report fully the conventions of the Republicans at Chicago, beginning June 14, and the Democrats, also at Chicago, beginning June 28.

Radio to be Topic

A RADIO session will again be part of the annual convention of the Pacific Advertising Clubs Association to be held at Vancouver the first week of July. Headquarters are at 805 Marine Bldg., Vancouver.

AUTHORITY to move its transmitter and studio from Sandpoint to Lewiston, Idaho, and to make changes in its equipment, was granted KGKX, by the Radio Commission May 10. The station uses 100 watts on 1420 kc.

Radio Magician Creates a Listeners' Utopia

By DR. ALFRED N. GOLDSMITH
Vice President and General Engineer, RCA

An Imaginary Picture of the Improvement in Reception Effected by Tenfold Increase in All Station Power

Dr. Goldsmith

AN ENGAGING portrayal of "super" power for broadcasting, even beyond the most optimistic hopes of present station operators, is offered in this somewhat whimsical article by a foremost radio engineer. Purposely evading technical arguments, the writer describes the reactions of Mr. Average Listener when he suddenly finds that the power of all stations has been increased tenfold by a benevolent magician. Static is considerably reduced, he finds, and distant stations come in more clearly though there is no reduction in distant beat notes or interference. But the next day the magician waves his wand again, and all was as before to the great disappointment of Mr. Average Listener.

THE BROADCASTERS and the radio manufacturers all aim to give Mr. Average Listener the clearest sort of reception with the least possible interference. The broadcasters are using stations having a power from a few watts to 50 kw. (from a few mouse power to less than 70 horse power). The manufacturers produce highly sensitive and selective receivers capable of picking up the feeble signals available at any considerable distance from a broadcasting station.

Rushing down the antenna of Mr. Average Listener, in addition to the program currents, are a miscellaneous conglamoration of electric currents originating either in machinery or electrical devices of one sort or another in the neighborhood, or originating in nature's great outdoor laboratory. Man-made disturbances can be reduced, but it is difficult to see how nature's electrical twitches can be restrained. The situation has apparently reached an impasse. The station power is limited, the signal strength is limited, man-made and natural disturbances are definite and in part uncontrollable. Accordingly the clarity of reception and its freedom from interference are, in general, close to a standstill.

If the readers will follow me in a flight of imagination, we can try an interesting experiment. We will first invent the Radio Magician. He is a benevolent despot who is interested in radio experiments. Selecting Independence Day for his great experiment, he decides that in the early morning of July 4, 1932, he will wave his wand ten times. At once the power of *every* radio station in the United States is to be increased tenfold. Please note that no stations are excluded from this kindly increase in power. The privilege of tenfold power is extended to all of them alike at exactly the same time.

Receivers Keep Abreast

THE INTERESTED Radio Magician has decided not to pay much attention to people living within a few miles of the new 50-kw. and 500-kw. stations. (Of course, the old 5-kw. stations have become 50-kw. stations, and the old 50-kw. stations have become 500-kw. stations.) The reason the Magician paid little attention to the people living in these areas was because radio receivers had been so greatly improved in selectivity during the past two or three years (with practically all standard sets today using the super-heterodyne principle) that even with the power of transmitters multiplied tenfold, the amount of "blanketing" would be considerably less than that experienced with the old-fashioned less selective receivers at the same distance from the "powerful" stations, as they were then called of 500 watts a few years ago. Besides, he had decided that the best even a Magician can do is to please most of the people all of the time.

So the Magician stuck his head into the home of Mr. Average Listener on Independence Day. What he saw convinced him that he had made a wise step in his "tenfold experiment."

He watched Mr. Average Listener turn on his set and look rather startled. The signals seemed unusually loud, so Mr. Listener turned back the volume control until the signals were of normal strength. If Mr. Listener had an automatic volume control in his set, he noticed nothing whatever at first. And then, as July 4 wore on, Mr. Listener began to notice a number of things.

In the first place, he found that beat note interference between distant stations, particularly during the evening hours, was not a bit reduced by what the Magician had done. In this respect there has been no improvement.

In the second place, he found that fading from distant stations was only slightly improved for sets not having automatic volume control. The slight improvement resulted from the fact that even the weakest signals during a fading minimum were not bothered so much by the static. Mr. Listener's friends who had automatic volume controls on their sets were better pleased with distant signals. They found that fading seemed rather less severe because the static did not trouble the signal so much when the signal was at its weakest.

No Added Interference

MR. LISTENER found another curious thing, namely, that the machine had not created any additional interference. As Mr. Listener turned the tuning knob, one station after another came in in exactly their relative strength. None had gained an advantage in proportion over the other. It seemed to be just an improved *status quo*! You see, all the stations were increased in power tenfold, and Mr. Listener had turned back his volume control so that the set was only one-tenth as sensitive as before. So he noticed no change in the relative strength of the various stations.

But, as the day continued and the evening came on, Mr. Listener suddenly noticed that there was, in fact, a marvelous improvement in radio reception. For one thing, static seemed to have been reduced tenfold. Where formerly distant stations could not be heard at all in the daytime, they now gave enjoyable entertainment. And, where stations in the neighborhood had been rather battered and bruised by electrical disturbances and static, they now gave clear static-free signals.

As a result, Mr. Listener turned his tone control up to get all the highest frequencies he could. Instead of getting a lot of noise in this way, he got clearer sharper signals; music sounded more like the studio performance, and speech was much more intelligible. In fact, the way was open for the radio manufacturers to build receivers which would give far more perfect quality of reproduction than previously.

Mr. Listener turned to Mrs. Listener and remarked that someone had eliminated static that day and cleared up all signals, making them clearer, more natural, and more intelligible. He added that there did not seem to be any other change so far as interference or distant beat notes were concerned, and he was extremely grateful to anyone who had made this change.

The Dream Fades

IN FACT, it was a Radio Independence Day for him—the day on which radio had become practically independent of electrical disturbances, man-made and natural. And so Mr. Listener fell asleep on the night of July 4 with a broad grin on his face.

But alas! On the morning of July 5 the Radio Magician had waved his wand backwards ten times and reduced all the stations to their former powers. There were quite some thunderstorms on the evening of July 5; and sparking switches, flashing lights, and the like, were doing their worst.

When Mr. Listener turned on his set on that evening, his look of delighted anticipation faded into grim disappointment. He was back in the era of radio dependence on electrical disturbances—Independence Day had passed and with it had gone clear summertime reception in north and south alike at any reasonable distance from the transmitting station.

CBS Retrenches

A 15 PER CENT cut in salaries of all CBS employees, effective next month, has been ordered by CBS. In addition, 100 or more employees in various departments have been released, all of whom either were given four weeks' salary or a month's notice. Artists' pay scales, it is understood, also are being readjusted to meet current economic conditions.

The RCA Building

ROCKEFELLER CENTER'S largest building, rising 70 stories from the heart of New York's Radio City, will be known as the RCA Building by agreement between the Rockefeller interests promoting the Radio City project and RCA and NBC. The executive offices of RCA and NBC and NBC studios will be contained in the building.

WGBF Now WESG

CALL LETTERS of WGBF, Glens Falls, N. Y., have been changed to WESG by authority of the Department of Commerce. The new call connotes the Elmira (N. Y.) Sun-Gazette, Gannett newspaper, to which the present license holders, W. Neal Parker and Herbert H. Metcalfe, propose to transfer the station.

XUM

Soundness of Radio Industry Proved By Economic Stress, Sarnoff Asserts

RCA President Optimistic in Statement to Stockholders; Television Not Ready for Public Despite Progress

Mr. Sarnoff

THE STRAINED economic conditions through which this country is passing have emphasized the inherent soundness rather than the weakness of radio, David Sarnoff, president of RCA, asserted May 3 in a statement to the annual meeting of the company's stockholders. Referring to the industry as a whole, both broadcasting and manufacturing, Mr. Sarnoff said:

"Although the entire industry has been going through a trying period, due to generally depressed business conditions, I can make the hopeful statement that I do not believe the situation has become any more aggravated in recent months. We have been swimming upstream, but nevertheless the last year has been marked by a great deal of progress.

"The prospect of radio for the remainder of the year is dependent largely upon the general business trend. About this one must hesitate before making any prediction. Nevertheless, I believe that the constructive efforts being exerted in many quarters will begin to bear fruit during the current year, so that, even though industry may not for some time regain its normal levels, the readjustment to new conditions will have advanced sufficiently to justify the expectation of an acceleration in business."

Re Television

MR. SARNOFF said broadcasting has become an established medium for information as well as intelligence so that it is now recognized as a household and business necessity. This election year, he said, there will be an increasing reliance by the public on radio. With regard to television, he added:

"We have continued the intensive experimental work which has been carried on in order to make television a practical, worthwhile service to the American home. Our experiments up to the present have confirmed the belief that practical television can best be accomplished on its own band of wave lengths, where it will be a service additional to the present system of sound broadcasting.

"Our engineers have done much research during the past year with television transmission on short waves and with various studio problems incident to television transmission. However, I am going to reemphasize what I have said before—that while the public was quite willing to experiment with radio in the early stages of broadcast development, it will expect television apparatus of a more advanced type than the early crystal radios.

"When broadcasting began, the public had had no experience in taking sound and music out of space, but the motion picture industry has given it a high standard of excellence in sound pictures, and television images which are obscure and difficult to follow cannot be expected to sustain interest over a very long period. To attempt to market television equipment prematurely would severely retard a development that has great promise and which we expect to grow into a great and widely accepted service. Premature marketing could only result in public disappointment and an immediate loss of sales after the initial impetus. The experimental work we are undertaking will be continued energetically. As stated in the annual report, television receiving equipment will be offered to the public when this experimentation has shown that the system of sight transmission having practical value can be assured."

The RCA president reported that the company's operations during the first quarter of 1932 show a gross income for the three months of $20,585,222.54 and a net profit after all charges of $503,223.72, which was in contrast to a deficit during the final quarter of 1931.

Sta-Shine Hearing Scheduled June 15

ORAL ARGUMENTS on the Sta-Shine case, involving the jurisdiction of the Interstate Commerce Commission over the broadcast advertising rate structure, and determination whether broadcasting is a public utility common carrier within the meaning of the law, will be heard by Division Two of the Commission June 15. Commissioners Aitchison, Porter and Tate constitute the division.

Oral arguments were requested by the Sta-Shine Products Co., New York, after Examiner W. M. Cheseldine recommended dismissal of the complaint lodged against NBC and WGBB, Freeport, N. Y., alleging unreasonable and discriminatory rates for time, on the ground that the I. C. C. is without authority to regulate broadcasting in any fashion. He held stations were not common carriers, like railroads, and therefore were not subject to I. C. C. jurisdiction. (See April 15 issue of BROADCASTING.)

The case, filed last fall, was the first ever instituted raising the question of I. C. C. jurisdiction over the business of broadcasting. Arguments on the jurisdictional question were heard by Examiner Cheseldine in New York last January, and his report recommending dismissal was filed April 6. The oral arguments before Division Two also will be limited to the jurisdictional question and probably will last about two hours. A. L. Ashby, vice-president and general attorney of NBC, and Frederick H. Wood, of New York, will appear for the defendants, with Ernie Adamson, of New York, as counsel for Sta-Shine.

Use of Long Waves For Broadcasting Supported by NAB

Madrid Group to Investigate The 150 to 550 kc. Band

Dr. Jolliffe

DEFINITE recommendation that the American delegation to the forthcoming International Radiotelegraph Conference at Madrid be instructed to favor widening of the broadcast band into the long waves was made by NAB for the first time at the preparatory committee session held May 11 at the Radio Commission.

After several hours of discussion a subcommittee was appointed by Dr. C. B. Jolliffe, Commission chief engineer, who presided, to determine the minimum requirements of mobile and aviation services in the band between 150 and 550 kc. Now occupied by mobile, aviation and government services, these channels are recommended for exclusive broadcast use by the International Broadcasting Union (U. I. R.) in proposals to the Madrid Conference, and the NAB favors endorsement of that proposal so far as is possible. U. I. R. is the Association of European Broadcasters.

The NAB stand was discussed by Louis G. Caldwell, former Commission general counsel, as chairman of the International Broadcasting Committee of that Association. It was the first time the organization officially had divulged its views, and grows out of resolutions adopted at the executive session of the NAB at its Detroit convention last October.

Navy Objects

Mr. Caldwell

OPPOSITION to the proposal was voiced by Capt. S. C. Hooper, director of naval communications, who was supported by other interests now occupying the long waves. Capt. Hooper said it would cost the Navy about $5,000,000 to move out of the region—a statement that was questioned by Mr. Caldwell.

Motion for appointment of the subcommittee to investigate the long waves was made by Dr. J. H. Dellinger, chief of the radio section, Bureau of Standards, and was seconded by Capt. Hooper. It provides that a study be made of the propagation characteristics of these channels and their adaptability for broadcasting, as well as a study of the use now being made of them and the minimum requirements for mobile and aviation services.

Dr. Jolliffe appointed himself chairman of the subcommittee, which probably will submit a report within the next two weeks to the full committee. He named Dr. Dellinger, Lloyd Espenschied, A. T. & T., and Paul Goldsborough, president of Aeronautical Radio, Inc., as members, along with one member each to be designated by NAB, Army, Navy, Department of Commerce (Airways Division) and the shipowners. Mr. Caldwell will represent the broadcasters.

Proposals for the Madrid conference already have been circulated. The United States favored retention of the status quo with respect to broadcasting, but the delegation would go to the conference with an "open mind" regarding enlargement of the broadcast band. The current committee sessions, to be held from time to time until the American delegation sails for the conference, which opens Sept 3, are for the purpose of ironing out differences and to instruct the delegation on particular portions of the agenda. The delegation has not yet been named by President Hoover.

Need Emphasized

MR. CALDWELL emphasized the necessity of enlarging the broadcast band. He said the rights of the broadcaster should be considered on a plane with other services, and that the United States should not give up any of its existing facilities to other North American nations "before we have exhausted every opportunity to secure widening of the band here."

Declaring this country has as much interest in widening the band as any other nation. Mr. Caldwell said the Mexican situation is one to be contended with, and that if it were not for the depression, many U. S. channels would be ruined by the operation of Mexican stations squatting on them. Unless there are places provided in the ether to accommodate these built, building or planned Mexican and Cuban stations, the American broadcasting situation will be seriously endangered in the immediate future, he said. Already two clear channels are harassed by Mexican high power stations, he declared.

It was Lt. Comdr. T. A. M. Craven, consulting engineer, and authority on international radio, who suggested that the subcommittee be authorized to investigate and report on the minimum requirements of mobile services in the band from 150 to 550 kc. With such necessary services provided for, the full committee then could decide on the scope of its position at Madrid with respect to invading this band for broadcasting.

Never Silent

THOSE ten-second gaps between programs don't exist any more over WOKO, Albany, N. Y. Harold E. Smith, enterprising young manager of that station, has decided that these pauses constitute too much silence, and now is filling them in with piano interludes. Announcers Snedden Weir, Pat Riley and Marty Ryan, all accomplished pianists, now pick up the CBS artists' theme songs in whatever key they might be, and continue playing them until the next program, so there is never a second of silence over WOKO's air waves.

Newspapers Share Radio's Revenue

Organs Which Own Stations Profit, Says William Paley; Others Gain When Broadcasts are Advertised

By CALEB JOHNSON*

Mr. Paley

WITH the number of newspaper-owned broadcasting stations steadily increasing until now nearly a quarter of all of them are either owned or controlled by or affiliated with newspapers, an increasing proportion of the money spent by advertisers for "time on the air" is flowing into newspaper coffers. This is true not only of local broadcasts, originating with individual stations; but, as William Paley, the energetic young president of the Columbia Broadcasting system, pointed out to me, newspapers equipped to do so participate in the earnings of the big chains and get more and more from year to year from this source.

"Do newspaper-owned affiliates benefit to an increasing proportion in revenue from chain broadcast advertising?" I asked Mr. Paley.

"Certainly," he replied. "As radio advertising on the networks has increased there has been a corresponding gain in revenue for the individual stations.

"One of our southwestern outlets, owned by a newspaper, derived twice as much revenue from its chain affiliation in 1931 as it did in 1930. Another newspaper-owned Columbia station, this one in the Middle West, was paid last year more than three times the amount paid the year before. Nor are these examples the exceptions."

On Press Ownership

"HOW DO you feel about newspapers owning radio stations?" I pursued.

"Columbia's position in regard to newspaper ownership of its affiliated stations is self-evident when one realizes that in a network of 90 stations 12 are owned outright by journalistic interests and 23 others are more or less closely linked with the local press," said Mr. Paley.

"I believe that in every community the radio station is becoming increasingly important in the field of public service. We have received many reports indicating that station managers have assumed leadership in fostering worthwhile civic movements.

"It is, of course, advisable that the efforts of press and radio in support of these movements be correlated, and whenever the station is owned by or closely associated with a newspaper this cooperation is accomplished per se.

"Columbia regards it as highly important that its affiliates become valuable assets to the areas they serve, and it has found frequently that newspaper association serves to increase this value."

"Can you state what proportion of all radio revenue went to newspaper-owned stations?" I asked.

Like News Syndicate

"THAT question can not be answered by me because we at Columbia have no knowledge of station earnings outside of those derived from chain affiliation," he said. "We only know here that newspaper-owned stations have increased their revenues through network broadcasting. I can only assume that local advertising revenues likewise have advanced.

"Incidentally, it might be well at this time to clear up a frequent misconception. Columbia owns only five of the ninety stations affiliated with it. Although the analogy is far from perfect, the broadcasting system may be regarded roughly as a press association, serving its member clients. More than 70 per cent of our programs are unsponsored, and the individual station may take them or not, as it sees fit; just as an individual newspaper may choose between local stories and those laid down by a wire service."

"Is it your experience that your advertisers are backing up their expenditures on the air with newspaper advertisements?"

Mr. Paley's reply was emphatic. "There are many recent examples of 'spotlight' advertising to direct attention to radio programs," he said. "It should suffice to mention only two advertisers—Liggett and Myers Company, sponsor of 'Music That Satisfies,' and H. J. Heinz Company, sponsor of 'Joe Palooka.' Both companies appropriated large amounts for newspaper space announcing the inception of the radio program and were not content to let this campaign lapse as soon as the program went on the air.

Newspaper Tie-ins

"A NEW PROGRAM, at the outset, must compete against already established features. Hence many concerns have taken newspaper advertisements in an effort to win listeners to their radio presentations. Because of the great number of features on the air quite a few advertisers use newspaper space regularly as a reminder of their program. Columbia favors such a policy."

"Is there a tendency on the part of your advertisers to cut down the proportion of sales talk, thus increasing the proportion of entertainment?"

"The most successful radio advertisers have found that their sales message must be interesting," was the reply. "When the commercial continuity becomes too wordy there is a drop in interest and good will gives place to resentment. Thus there is an economic corrective influence constantly at work that probably is more effective than any arbitrary limitation on sales talk."

* Reprinted from the April AMERICAN PRESS, monthly newspaper trade organ, with permission.

KMA Proposal to Shift to WGN Channel Denied

SUSTAINING Examiner Pratt, the Radio Commission May 6 denied the application of KMA, Shenandoah, Ia., for authority to change frequency from 930 to 710 kc. and to change hours of operation from sharing with KGBZ, York, Neb., to daytime. The 710 channel is the clear wave assigned to WGN, Chicago, which contended at the hearing before Examiner Pratt last fall that WGN's daytime service throughout Iowa would be seriously interfered with if the application were granted.

The Commission found that the proposed daytime operation of KMA would not result in a greater service than now rendered. It held too that cross-talk would result to WGN's service in a specified area. Finally, it stated that granting of the application would increase the quota of an already overquota state in an overquota zone.

3-Station Net

SPECIALIZING in foreign language broadcasts, WFAB, New York, formerly WHAP, but recently leased to the Fifth Avenue Broadcasting Corp., is now key station of a small network that embraces WPEN, Philadelphia, and WOAX, Trenton, operated by the same interests. Studios of WFAB are in Carnegie Hall, New York.

Buys Into WHK

ALTHOUGH Cleveland newspapers have long had an agreement not to engage directly or indirectly in broadcasting, the CLEVELAND PLAIN DEALER, as exclusively predicted in the May 1 issue of BROADCASTING, on May 4 purchased an interest in WHK, Cleveland. Control remains with the Howlett brothers and their associates and the management remains the same. The amount involved was not made public.

Radio-News Combine

KPJM, Prescott, Ariz., owned by A. P. Miller, has been combined with the Prescott JOURNAL-MINER, published by A. J. Doud, and this month is moving its studio facilities to the newspaper plant. Though retaining ownership of the station, Mr. Miller is reorganizing its staff to coordinate with the newspaper. The station has long had a news affiliation with the paper.

LINUS TRAVERS, recently appointed commercial production director of the Yankee Network, will speak on "The Regional Network, Its Management and Its Place in the Advertising Campaign" at the annual convention of the American Federation of Advertisers to be held at the Waldorf-Astoria Hotel in New York the week of June 19.

Elzy Roberts Quits Press Radio Post

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XUM

Soundness of Radio Industry Proved By Economic Stress, Sarnoff Asserts

RCA President Optimistic in Statement to Stockholders; Television Not Ready for Public Despite Progress

Mr. Sarnoff

THE STRAINED economic conditions through which this country is passing have emphasized the inherent soundness rather than the weakness of radio, David Sarnoff, president of RCA, asserted May 3 in a statement to the annual meeting of the company's stockholders. Referring to the industry as a whole, both broadcasting and manufacturing, Mr. Sarnoff said:

"Although the entire industry has been going through a trying period, due to generally depressed business conditions, I can make the hopeful statement that I do not believe the situation has become any more aggravated in recent months. We have been swimming upstream, but nevertheless the last year has been marked by a great deal of progress.

"The prospect of radio for the remainder of the year is dependent largely upon the general business trend. About this one must hesitate before making any prediction. Nevertheless, I believe that the constructive efforts being exerted in many quarters will begin to bear fruit during the current year, so that, even though industry may not for some time regain its normal levels, the readjustment to new conditions will have advanced sufficiently to justify the expectation of an acceleration in business."

Re Television

MR. SARNOFF said broadcasting has become an established medium for information as well as intelligence so that it is now recognized as a household and business necessity. This election year, he said, there will be an increasing reliance by the public on radio. With regard to television, he added:

"We have continued the intensive experimental work which has been carried on in order to make television a practical, worthwhile service to the American home. Our experiments up to the present have confirmed the belief that practical television can best be accomplished on its own band of wave lengths, where it will be a service additional to the present system of sound broadcasting.

"Our engineers have done much research during the past year with television transmission on short waves and with various studio problems incident to television transmission. However, I am going to reemphasize what I have said before—that while the public was quite willing to experiment with radio in the early stages of broadcast development, it will expect television apparatus of a more advanced type than the early crystal radios.

"When broadcasting began, the public had had no experience in taking sound and music out of space, but the motion picture industry has given it a high standard of excellence in sound pictures, and television images which are obscure and difficult to follow cannot be expected to sustain interest over a very long period. To attempt to market television equipment prematurely would severely retard a development that has great promise and which we expect to grow into a great and widely accepted service. Premature marketing could only result in public disappointment and an immediate loss of sales after the initial impetus. The experimental work we are undertaking will be continued energetically. As stated in the annual report, television receiving equipment will be offered to the public when this experimentation has shown that the system of sight transmission having practical value can be assured."

The RCA president reported that the company's operations during the first quarter of 1932 show a gross income for the three months of $20,585,222.54 and a net profit after all charges of $503,223.72, which was in contrast to a deficit during the final quarter of 1931.

Sta-Shine Hearing Scheduled June 15

ORAL ARGUMENTS on the Sta-Shine case, involving the jurisdiction of the Interstate Commerce Commission over the broadcast advertising rate structure, and determination whether broadcasting is a public utility common carrier within the meaning of the law, will be heard by Division Two of the Commission June 15. Commissioners Aitchison, Porter and Tate constitute the division.

Oral arguments were requested by the Sta-Shine Products Co., New York, after Examiner W. M. Cheseldine recommended dismissal of the complaint lodged against NBC and WGBB, Freeport, N. Y., alleging unreasonable and discriminatory rates for time, on the ground that the I. C. C. is without authority to regulate broadcasting in any fashion. He held stations were not common carriers, like railroads, and therefore were not subject to I. C. C. jurisdiction. (See April 15 issue of BROADCASTING.)

The case, filed last fall, was the first ever instituted raising the question of I. C. C. jurisdiction over the business of broadcasting. Arguments on the jurisdictional question were heard by Examiner Cheseldine in New York last January, and his report recommending dismissal was filed April 6. The oral arguments before Division Two also will be limited to the jurisdictional question and probably will last about two hours. A. L. Ashby, vice-president and general attorney of NBC, and Frederick H. Wood, of New York, will appear for the defendants, with Ernie Adamson, of New York, as counsel for Sta-Shine.

Use of Long Waves For Broadcasting Supported by NAB

Madrid Group to Investigate The 150 to 550 kc. Band

Dr. Jolliffe

DEFINITE recommendation that the American delegation to the forthcoming International Radiotelegraph Conference at Madrid be instructed to favor widening of the broadcast band into the long waves was made by NAB for the first time at the preparatory committee session held May 11 at the Radio Commission.

After several hours of discussion a subcommittee was appointed by Dr. C. B. Jolliffe, Commission chief engineer, who presided, to determine the minimum requirements of mobile and aviation services in the band between 150 and 550 kc. Now occupied by mobile, aviation and government services, these channels are recommended for exclusive broadcast use by the International Broadcasting Union (U. I. R.) in proposals to the Madrid Conference, and the NAB favors endorsement of that proposal so far as is possible. U. I. R. is the Association of European Broadcasters.

The NAB stand was discussed by Louis G. Caldwell, former Commission general counsel, as chairman of the International Broadcasting Committee of that Association. It was the first time the organization officially had divulged its views, and grows out of resolutions adopted at the executive session of the NAB at its Detroit convention last October.

Navy Objects

Mr. Caldwell

OPPOSITION to the proposal was voiced by Capt. S. C. Hooper, director of naval communications, who was supported by other interests now occupying the long waves. Capt. Hooper said it would cost the Navy about $5,000,000 to move out of the region—a statement that was questioned by Mr. Caldwell.

Motion for appointment of the subcommittee to investigate the long waves was made by Dr. J. H. Dellinger, chief of the radio section, Bureau of Standards, and was seconded by Capt. Hooper. It provides that a study be made of the propagation characteristics of these channels and their adaptability for broadcasting, as well as a study of the use now being made of them and the minimum requirements for mobile and aviation services.

Dr. Jolliffe appointed himself chairman of the subcommittee, which probably will submit a report within the next two weeks to the full committee. He named Dr. Dellinger, Lloyd Espenschied, A. T. & T., and Paul Goldsborough, president of Aeronautical Radio, Inc., as members, along with one member each to be designated by NAB, Army, Navy, Department of Commerce (Airways Division) and the shipowners. Mr. Caldwell will represent the broadcasters.

Proposals for the Madrid conference already have been circulated. The United States favored retention of the status quo with respect to broadcasting, but the delegation would go to the conference with an "open mind" regarding enlargement of the broadcast band. The current committee sessions, to be held from time to time until the American delegation sails for the conference, which opens Sept 3, are for the purpose of ironing out differences and to instruct the delegation on particular portions of the agenda. The delegation has not yet been named by President Hoover.

Need Emphasized

MR. CALDWELL emphasized the necessity of enlarging the broadcast band. He said the rights of the broadcaster should be considered on a plane with other services, and that the United States should not give up any of its existing facilities to other North American nations "before we have exhausted every opportunity to secure widening of the band here."

Declaring this country has as much interest in widening the band as any other nation. Mr. Caldwell said the Mexican situation is one to be contended with, and that if it were not for the depression, many U. S. channels would be ruined by the operation of Mexican stations squatting on them. Unless there are places provided in the ether to accommodate these built, building or planned Mexican and Cuban stations, the American broadcasting situation will be seriously endangered in the immediate future, he said. Already two clear channels are harassed by Mexican high power stations, he declared.

It was Lt. Comdr. T. A. M. Craven, consulting engineer, and authority on international radio, who suggested that the subcommittee be authorized to investigate and report on the minimum requirements of mobile services in the band from 150 to 550 kc. With such necessary services provided for, the full committee then could decide on the scope of its position at Madrid with respect to invading this band for broadcasting.

Never Silent

THOSE ten-second gaps between programs don't exist any more over WOKO, Albany, N. Y. Harold E. Smith, enterprising young manager of that station, has decided that these pauses constitute too much silence, and now is filling them in with piano interludes. Announcers Snedden Weir, Pat Riley and Marty Ryan, all accomplished pianists, now pick up the CBS artists' theme songs in whatever key they might be, and continue playing them until the next program, so there is never a second of silence over WOKO's air waves.

Newspapers Share Radio's Revenue

Organs Which Own Stations Profit, Says William Paley; Others Gain When Broadcasts are Advertised

By CALEB JOHNSON*

Mr. Paley

WITH the number of newspaper-owned broadcasting stations steadily increasing until now nearly a quarter of all of them are either owned or controlled by or affiliated with newspapers, an increasing proportion of the money spent by advertisers for "time on the air" is flowing into newspaper coffers. This is true not only of local broadcasts, originating with individual stations; but, as William Paley, the energetic young president of the Columbia Broadcasting system, pointed out to me, newspapers equipped to do so participate in the earnings of the big chains and get more and more from year to year from this source.

"Do newspaper-owned affiliates benefit to an increasing proportion in revenue from chain broadcast advertising?" I asked Mr. Paley.

"Certainly," he replied. "As radio advertising on the networks has increased there has been a corresponding gain in revenue for the individual stations.

"One of our southwestern outlets, owned by a newspaper, derived twice as much revenue from its chain affiliation in 1931 as it did in 1930. Another newspaper-owned Columbia station, this one in the Middle West, was paid last year more than three times the amount paid the year before. Nor are these examples the exceptions."

On Press Ownership

"HOW DO you feel about newspapers owning radio stations?" I pursued.

"Columbia's position in regard to newspaper ownership of its affiliated stations is self-evident when one realizes that in a network of 90 stations 12 are owned outright by journalistic interests and 23 others are more or less closely linked with the local press," said Mr. Paley.

"I believe that in every community the radio station is becoming increasingly important in the field of public service. We have received many reports indicating that station managers have assumed leadership in fostering worthwhile civic movements.

"It is, of course, advisable that the efforts of press and radio in support of these movements be correlated, and whenever the station is owned by or closely associated with a newspaper this cooperation is accomplished per se.

"Columbia regards it as highly important that its affiliates become valuable assets to the areas they serve, and it has found frequently that newspaper association serves to increase this value."

"Can you state what proportion of all radio revenue went to newspaper-owned stations?" I asked.

Like News Syndicate

"THAT question can not be answered by me because we at Columbia have no knowledge of station earnings outside of those derived from chain affiliation," he said. "We only know here that newspaper-owned stations have increased their revenues through network broadcasting. I can only assume that local advertising revenues likewise have advanced.

"Incidentally, it might be well at this time to clear up a frequent misconception. Columbia owns only five of the ninety stations affiliated with it. Although the analogy is far from perfect, the broadcasting system may be regarded roughly as a press association, serving its member clients. More than 70 per cent of our programs are unsponsored, and the individual station may take them or not, as it sees fit; just as an individual newspaper may choose between local stories and those laid down by a wire service."

"Is it your experience that your advertisers are backing up their expenditures on the air with newspaper advertisements?"

Mr. Paley's reply was emphatic. "There are many recent examples of 'spotlight' advertising to direct attention to radio programs," he said. "It should suffice to mention only two advertisers—Liggett and Myers Company, sponsor of 'Music That Satisfies,' and H. J. Heinz Company, sponsor of 'Joe Palooka.' Both companies appropriated large amounts for newspaper space announcing the inception of the radio program and were not content to let this campaign lapse as soon as the program went on the air.

Newspaper Tie-ins

"A NEW PROGRAM, at the outset, must compete against already established features. Hence many concerns have taken newspaper advertisements in an effort to win listeners to their radio presentations. Because of the great number of features on the air quite a few advertisers use newspaper space regularly as a reminder of their program. Columbia favors such a policy."

"Is there a tendency on the part of your advertisers to cut down the proportion of sales talk, thus increasing the proportion of entertainment?"

"The most successful radio advertisers have found that their sales message must be interesting," was the reply. "When the commercial continuity becomes too wordy there is a drop in interest and good will gives place to resentment. Thus there is an economic corrective influence constantly at work that probably is more effective than any arbitrary limitation on sales talk."

* Reprinted from the April AMERICAN PRESS, monthly newspaper trade organ, with permission.

KMA Proposal to Shift to WGN Channel Denied

SUSTAINING Examiner Pratt, the Radio Commission May 6 denied the application of KMA, Shenandoah, Ia., for authority to change frequency from 930 to 710 kc. and to change hours of operation from sharing with KGBZ, York, Neb., to daytime. The 710 channel is the clear wave assigned to WGN, Chicago, which contended at the hearing before Examiner Pratt last fall that WGN's daytime service throughout Iowa would be seriously interfered with if the application were granted.

The Commission found that the proposed daytime operation of KMA would not result in a greater service than now rendered. It held too that cross-talk would result to WGN's service in a specified area. Finally, it stated that granting of the application would increase the quota of an already overquota state in an overquota zone.

3-Station Net

SPECIALIZING in foreign language broadcasts, WFAB, New York, formerly WHAP, but recently leased to the Fifth Avenue Broadcasting Corp., is now key station of a small network that embraces WPEN, Philadelphia, and WOAX, Trenton, operated by the same interests. Studios of WFAB are in Carnegie Hall, New York.

Buys Into WHK

ALTHOUGH Cleveland newspapers have long had an agreement not to engage directly or indirectly in broadcasting, the CLEVELAND PLAIN DEALER, as exclusively predicted in the May 1 issue of BROADCASTING, on May 4 purchased an interest in WHK, Cleveland. Control remains with the Howlett brothers and their associates and the management remains the same. The amount involved was not made public.

Radio-News Combine

KPJM, Prescott, Ariz., owned by A. P. Miller, has been combined with the Prescott JOURNAL-MINER, published by A. J. Doud, and this month is moving its studio facilities to the newspaper plant. Though retaining ownership of the station, Mr. Miller is reorganizing its staff to coordinate with the newspaper. The station has long had a news affiliation with the paper.

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XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Agreement With Canada

THE NEW DIVISION of wave lengths with Canada, proposed by the Dominion authorities themselves and accepted by the United States, was a masterful stroke. It is Canada's own business that it should decide in favor of government ownership and operation of its national system, relegating private stations to the local low power categories. But it was distinctly the business of the American government to protect its nationals in the matter of wave length distribution. This appears to be in a fair way toward accomplishment, when Canada begins to reorganize its system, by a shared channel division that takes practically nothing away from the United States and yet gives Canada all it seeks.

As a matter of fact, Canada's projected reorganization of radio, while serious indeed to existing Canadian broadcasters, really means that the Canadian government itself is going into commercial broadcasting along American lines; it is an outright recognition by that British domain that a certain amount of advertising has its place on the air. United States stations on the regional channels that are Canadian shared or that are relinquished by Canada now face no real barriers toward higher powers if their geographical separations are adequate, and more power for some of our regional stations ought to be the next step of the Radio Commission.

It must be gratifying also to the Radio Commission's engineers that their geographical separation standards are to be adopted by Canada as its yardsticks for preventing interference. Unless Mexico and Cuba interpose objections, demanding also a portion of the clear channels, the whole Canadian-American wave length problem appears to have been solved to the satisfaction of both countries.

Idle Opposition

ELZEY ROBERTS' disgusted withdrawal from the anti-radio fight certain newspaper interests have sought to fan into flame, the comparatively flaccid outbursts at the recent American Newspaper Publishers Association's convention against using newspaper features as the basis of radio programs, the failure of the A. N. P. A. to make public a radio report this year or even to consider the idle anti-radio propositions of the VENTURA FREE PRESS —all these developments ought to be gratifying to the broadcasting fraternity.

By Mr. Roberts' own admission (he is publisher of the ST. LOUIS STAR) it is idle to oppose radio while so many newspapers are themselves engaged in it or striving to get into the field. At the A. N. P. A. convention, William Randolph Hearst's King Feature Syndicate offered its features, in continuity or transcription form, to radio; every newspaper in radio has some sort of news feature tieup on the air, and it is fair to assume all will exercise their own individual judgments in this regard hereafter as before.

Elisha Hanson's observations, as Washington attorney for the A. N. P. A., inferring that audience interest is declining, were too silly even to bear consideration. The growing audience, increasing fan mail, continued audience response to sponsors' offerings and all sorts of radio surveys belie his views. Incidentally, Mr. Hanson is also counsel for a number of broadcasting stations!

Too, the outcry that radio is cutting into newspaper revenues—so often emblazoned across the pages of EDITOR AND PUBLISHER along with other news and comment disparaging radio—seems to be disputed by facts reported in that same organ. On April 30, EDITOR AND PUBLISHER, reporting that dailies are maintaining their share of the advertising dollar, quoted some interesting figures from the annual report of the Bureau of Advertising of the A. N. P. A.

Of the $442,500,000 invested in 1931 by national advertisers in newspapers, magazines, outdoor signs and (chain) broadcasting, $205,000,000 went to newspapers, $167,000,000 to magazines, $36,000,000 to broadcasting, $30,000,000 to outdoor media and $4,500,000 to car cards, the report shows. Broken down into the dollar, 46.4 cents were spent in newspapers, compared to 45 cents in 1930 and 47 cents in 1929; 37.7 cents were spent in magazines, compared to 39.6 cents in 1930 and 37 cents in 1929; 8.1 cents were spent in radio compared to 5.3 cents in 1930 and 3.4 cents in 1929; 6.8 cents were spent in outdoor advertising, compared to 8.8 cents in 1930 and 10.8 cents in 1929, and 1 cent was spent on car cards, compared to 1.3 cents in 1930 and 1.8 cents in 1929.

The radio figure is for chain broadcasting only, no aggregate figures as to local time sold being available. But the fact that the newspapers are holding their own, and the magazines also, seems to indicate quite clearly that their opposition to radio is not on tenable statistical grounds.

Giveaways

THE OLD ADAGE—"Beware of Greeks bearing gifts"—has long been applied to press agents by city editors, although even the best of newspaper men falls victim occasionally to a cleverly conceived publicity stunt disguised as a "hot" news story.

This same ingeniousness is now being applied to broadcasting, as S. G. Persons, president and general manager of WSFA, Montgomery, Ala., points out in an article appearing in this issue of BROADCASTING. And the purpose is obviously the same, viz., free advertising. Under the guise of sustaining programs, agencies and station representatives are graciously offering transcription features to a few "selected" stations on a no-pay-no-charge basis.

While on its face this practice might be dismissed as of little consequence, in that most stations would refuse such "kind offers," and the small station which has trouble supplying 12 hours of programs would find them an aid, the danger to broadcasting as a whole lies in the foothold that any acceptance of free advertising gives the radio counterparts of press agents.

Another hazard to radio advertising is the habit some stations have of accepting commercial announcements on a commission basis. As Mr. Persons states, "In 99 cases out of 100 . . . the station manager . . . will find that he is not collecting even half of his regular rate." In addition, he is endangering the reputation of his station as customers are usually dissatisfied with products purchased in this fashion, and the station is held to blame as it collects the money.

"Just imagine, if you can, any reputable newspaper that would sell space on a chance of making money," Mr. Persons says. "They found out, years and years ago, that this cannot be done."

One of the most amazing phases of this free advertising racket, as the writer points out, is that agencies and radio station representatives are furthering such a practice. They should, he adds, rather be on the lookout for contracts which will make money for radio, "for it is only if we prosper that they prosper."

Broadcasters, large and small, will do well to adopt the cynicism of a city editor in examining all "kind offers" of free programs and discard them thereafter in a large convenient waste basket. The sooner that broadcasters present a united opposition to free advertising, the sooner the racket will expire.

The RADIO BOOK SHELF

PROBABLY the first comprehensive treatment of the technique of speaking before a microphone is found in "Radio Speech" by Sherman Paxton Lawton, of the department of speech, Bradley Polytechnic Institute (Expression Company, Boston; $5). Based on an exhaustive study of radio speaking over a period of years, the book deals with the principles, method and technique of effective speech over the radio.

The volume might well be used as a textbook by teachers of speech for courses in microphone addresses and training of announcers. The author has experimented with every known means of improving the human voice on the air and has carefully noted and analyzed his findings. He has found means of overcoming some of the major obstacles to proper radio speaking.

Henry Adams Bellows, vice president of CBS and director of WCCO, has written a brief preface on "Radio and Mass Communication."

A BRIEF SURVEY of broadcasting as a medium of advertising in Europe is presented in "Broadcast Advertising in Europe" (Trade Information Bulletin No. 787; 10 cents). It is the second of a series of three studies prepared by Lawrence D. Batson, of the Bureau of Foreign and Domestic Commerce, Department of Commerce. Copies may be obtained from the Superintendent of Documents, Washington, D. C. This survey was the subject of an article in the Feb. 15 issue of BROADCASTING.

We Pay Our Respects to—

OSWALD FRANCIS SCHUETTE

A FIGHTER and a gentleman, Oswald Francis Schuette brings new and vigorous leadership to the broadcasters' side of the copyright fight. His selection to direct the copyright activities of the NAB was a master stroke by that organization's plenary committee on copyrights. Those who know Schuette — including his erstwhile opponents in the "radio trust" fight—have the deepest respect for him as a man and a crusader; many believe that the redoubtable E. Claude Mills, general manager of the American Society of Composers, Authors and Publishers, will more than meet his match in Schuette.

Probably the highest tribute paid to Schuette was the fact that his former opponents were among the first to welcome his entry into the copyright struggle as an advocate of the harassed broadcasters. Now that the principle of a patent pool for the radio manufacturing industry has been accepted by the parties involved, and the anti-trust suit is in the hands of the Department of Justice and the courts, Schuette is free to turn his attentions almost exclusively to this new endeavor.

That Schuette will adequately represent the little fellows as well as the big in the copyright fight may be taken for granted. He has always fought for the underdog, his sympathies being readily aroused in their behalf. His support in his new post is to be drawn from the broadcasters at large, his powers are broad and his judgment is generally respected.

Oswald F. Schuette was born in Chicago, August 31, 1882. He was graduated from high school at the age of 15. He began newspaper work in Chicago in 1902, going to the MILWAUKEE SENTINEL in 1903-4, and becoming city editor of the MILWAUKEE EVENING WISCONSIN in 1905. After traveling in Europe as a political correspondent in 1906-7, he returned to Chicago as political writer on the old INTER-OCEAN. From 1908 to 1913 he served as Washington correspondent for that newspaper. During this time he was also Washington correspondent for LESLIE'S WEEKLY.

When the war broke out, Schuette, because of his intimate knowledge of German, was sent abroad as war correspondent of the CHICAGO DAILY NEWS at the front with the Central Powers. He was the last American newspaperman to leave Berlin when the U. S. declared war. He moved to Switzerland and continued covering the war from there.

Returning to Washington after the Armistice, Schuette was again correspondent for LESLIE'S WEEKLY and then for IRON AGE. Later he went back to Chicago to write a political column as "Politicus" in the CHICAGO ABENDPOST, leaving that work to take charge of the editorial page of Hearst's CHICAGO HERALD-EXAMINER. It was in 1925, while serving in that capacity, that he was called into the radio trust fight.

Schuette has been active in various public enterprises in addition to his journalistic activities. It was he who wrote the Republican National Committee's handbook on the League of Nation's in the 1920 campaign. It was he who, as a writer, coined the phrase now widely used in politics, "the steam roller." He has served as a member of various Chicago civic committees, as a member of the executive committee of the Chicago Catholic Charities, and as president of the Nation Press Club in Washington. (During his tenure in the latter post he shared the distinction with the late Chief Justice William Howard Taft, then president of the University Club, of holding bartender's license, as required by the laws of the District of Columbia of heads of clubs where liquor was served—in pre-prohibition days, of course.)

Schuette was married to Mary Patrice Moran of Washington on June 24, 1919, and they have five children. He is a Catholic and Republican. His clubs include the National Press, Overseas Writers, Washington City, Milwaukee Press, Chicago Mediaevalists. His home is at 1001 No. Sheridan Road, Chicago, but he is expected to move to Washington shortly.

PERSONAL NOTES

RAY HILL, who came to WGCM, Gulfport, Miss., from California several months ago and contracted for half the station's time, has been named station commercial manager. In his first two months with the station he landed 31 local accounts.

CHARLES G. H. EVANS, continuity editor and announcer of WFEA, Manchester, N. H., has been promoted to manager.

STANTON H. WOODMAN, brother of Harry A. Woodman of the station relations division of NBC, New York, has joined the commercial staff of WCSH, Portland, Me. Harry A. Belyea, of the WCSH commercial and announcing staff, has completed a long-term contract as tenor soloist with the New England Coke Sunday night productions on WCSH and is now heard weekday mornings as soloist on a morning feature called "Eye Openers."

FRANK M. RUSSELL, Washington vice president of NBC, and Mrs. Russell started on a vacation motor tour for Iowa May 2, to be gone about three weeks.

ERNEST ROGERS, feature writer on the ATLANTA JOURNAL staff and a radio entertainer and composer who has made several best sellers for Victor, has been appointed radio editor of WSB, Atlanta, succeeding Harllee Branch, Jr., who resigned to practice law.

GROVER A. GODFREY, Jr., formerly with the Southwest Broadcasting Co., has joined the staff of WNBR-WGBC, Memphis, Tenn.

DICK CONNOR, the past two years reporter via remote control from the Los Angeles city hall to KMPC, Beverly Hills, and KMTR, Hollywood, late in April was appointed manager of KRKD, Los Angeles.

DON E. GILMAN, vice-president in charge of the Pacific division of NBC, announces the following changes in personnel: Howard I. Milholland, who was manager of the program department for the past two years, becomes manager of KGA, Spokane, May 15; Thomas H. Hutchinson, of the NBC production department, becomes program manager, and Lewis S. Frost is made production manager.

ROY FROTHINGHAM, sales promotion manager of NBC Pacific division, has been nominated as president of the San Francisco Advertising Club. Harrison Holliway, manager of KFRC, and Carl Eastman, Pacific coast manager of N. W. Ayer & Son, have been nominated directors.

THE REV. JAMES A. WAGNER, managing director of WHBY, Green Bay, Wis., is back at his desk after a trip east during which he attended a meeting in New York of the NAB copyright committee, of which he is a member.

GEORGE A. WELLS, formerly in the advertising agency field, is now with the newly established commercial department of WPRO-WPAW, Providence, R. I. Also added to the staff is James E. Coyle, formerly commercial manager of WORC, Worcester, Mass.

WILLIAM N. GREER, recently named manager of KFUL, Galveston, Tex., is the father of a baby girl born in April. KFUL has added to its staff as studio director M. E. Williamson, formerly with KWWG, Brownsville, Tex.

HAROLD HIGGINS, formerly with WBZ, Boston, and later with WBAL, Baltimore, is now head of the commercial division of WEEI, Boston.

G. FRANKLIN WISNER, in charge of press relations for the Radio Commission since its inception, was guest of honor at the twentieth anniversary meeting of the Baltimore Press Club recently. He had been president of the club from 1913 until 1930.

IRVING Z. GRAYSON, former booking agent for RKO, is now field representative of the artists bureau of WTIC, Hartford, Conn.

CHARLES BOWMAN, tenor soloist, well known in eastern Pennsylvania, has joined the commercial staff of WGAL, Lancaster, Pa. He will continue his vocal work.

JOHN E. FETZER, president and general manager of WKZO, Kalamazoo, Mich., has returned from an extended trip in the east. Mr. Fetzer formerly operated WEMC, Berrien Springs, Mich., moving to Kalamazoo last September. George S. Irish, formerly of the sales staff of WKBF, Indianapolis, is sales manager of WKZO.

JOHN A. NEAGLE, formerly in the public relations department of NBC in New York, is now director of publicity of the Yankee Network in Boston.

HARRY VINCENT, once with KMTR, Hollywood, later production manager for KGFJ, Los Angeles, has joined the commercial staff of KFAC, Los Angeles.

JOSEPH H. NEEBE, formerly vice president of World Broadcasting System and well known in the radio and agency fields, has been appointed to be in charge of the Detroit office of CKWO, the new 5 kw. station due to go in operation at Windsor, Ont., opposite Detroit, June 1.

BEHIND THE MICROPHONE

LEWIS M. MUNNELL has resigned as program director of WHP, Harrisburg, Pa., and program direction is now handled by A. K. Redmond and Fred Frey. WHP has also added Jack Shipley, formerly with Baltimore stations, to its artists staff.

ERNEST LUSBY, former University of Wisconsin football star, has been added to the announcing and talent staff of WIBA, Madison, Wis.

MR. AND MRS. BILL JOHNSON, better known as "Bill and Ardyce" on their "Music School of the Air," have moved their act from York, Neb., to KFEQ, St. Joseph, Mo.

WILLIAM NELMS, formerly on the Philco program staff, has joined WTAX, Springfield, Ill., as continuity writer.

THE BASEBALL season at NBC Pacific Division opened recently with a defeat administered to the Associated Spotlight cast of NBC by their sponsor, the Associated Oil Co. The game, staged in Kezar auditorium, San Francisco, ended 12-11.

JACK BUNDY, formerly of WMBC, Detroit, and WBEN, Buffalo, has joined the staff of WTMJ, Milwaukee, and is continuing his original feature, "Heinie and his Band."

EDNA O'KEEFE and Ronald Graham, KFRC, San Francisco, artists, recently married, will appear in a new series as "Horace and Helen, the Married Pals." The feature deals with the trials and tribulations of a newly married pair.

FELIX C. HOLT, for 12 years a newspaper man on Detroit papers, has joined the staff of WJBK, Detroit, as publicity man and special continuity writer. William Blake is now the afternoon announcer and Marvin Gross is evening announcer, having taken over the microphone when Billy Priest became ill.

MRS. LENORE ROMNEY, daughter of Radio Commissioner Lafount, on May 10 began a 15-minute weekly program over WRC, Washington. It is a sustaining program of poetry readings. Mrs. Romney is a graduate of the University of Utah, George Washington University, the American Laboratory School of the Theatre and of the School of Stanislavsky. For a year she was in the movies with Metro-Goldwyn-Mayer.

XUM

WILLIAM HARD has returned from reporting the Geneva disarmament conference for NBC and has resumed his weekly talks on "Back of the News in Washington."

BEN BREENBLATT, pianist at WCAU, Philadelphia, has copyrighted the title of his program, "Piano Ramblings," for protection against imitators. He inaugurated his distinctive style of piano over WCAU nearly two years ago.

CARMEN CASTILLO, wife of Violinist Xavier Cugat, will be heard over KFRC, San Francisco, in several evening concerts in May. The soprano had been with KMTR and KFWB, Hollywood, until a few months ago when the Cugat ensemble moved northward.

MRS. VERA OLDHAM, who writes the script for the "Chandu" series, has gone to Europe and Egypt to gather additional material for the series.

CARLTON COON, partner with Joe Sanders in the Coon-Sanders orchestra, well known to radio since its days on WDAF, Kansas City, as the Nighthawks under the management of Leo Fitzpatrick, died May 4 at Chicago of blood poisoning caused by an abscess of the jaw.

JULANNE PELLETIER, formerly with WTMJ, Milwaukee, and for the last six months staff pianist at WKZO, Kalamazoo, Mich., has resigned to accept a position with an orchestra in Galesburg, Ill.

RICHARD LE GRAND, NBC character comedian and dramatist, has joined the staff of KYA, San Francisco.

JOSEPH BRUCE WARNER, once with NBC in Chicago but lately of KNX, Hollywood, has moved to KHJ for a Sunday morning sponsored program. Over the air he is known as Lil Joie Warner with song and patter and piano tunes.

JACK BRINKLEY, announcer, actor and newspaperman, has joined the announcing staff of the Yankee Network. He has been announcer at WTIC, WOR, WEAF and WJZ. Previously he had a role in "Sun-Up" and worked on the NEW YORK AMERICAN.

EARL BURTNETT'S orchestra, heard nightly from the Los Angeles Biltmore via KECA, late in May will move to the Lincoln Tavern, Chicago. Charles Kaley, one of Burtnett's group, will organize a new orchestra in Los Angeles to take his place.

ART GILLHAM, radio and vaudeville star, is now featured on the Evans Fur program over WBBM, Chicago.

HANLEY STAFFORD, depicting drama parts for KFWB, Hollywood, late in April went to Phoenix, Ariz., to manage a stock company.

RALPH MADDOX, former announcer at WQBC, Vicksburg, Miss., has been added to the staff of WJDX, Jackson, Miss.

WALTER KELSEY, violinist at KFRC, San Francisco, has just written two compositions, "Dusk" and "In a Meadow."

HARRY RICHARDSON, former announcer at KVOO, Tulsa, Okla., has gone to KFAC, Los Angeles, as an announcer-singer.

LLOYD ADAMS, formerly with KGMB, Honolulu, late in April was appointed program and musical director of KROW, San Francisco.

THE BLUETTES, popular girls' harmony trio, have left KHJ, Los Angeles, to join the staff of KPO, San Francisco.

TOM SHIRLEY, who was assistant director to Cecil B. DeMille in Hollywood for nine years, is a new announcer-actor at WBBM, Chicago.

BYRON DOUGLAS, radio editor of the LOS ANGELES TIMES, and KHJ news announcer, was married to Miss Mary Luppert late in April.

RICHARD HOCK, xylophonist and pianist, formerly with several stations in southeastern Pennsylvania, has joined the staff of WORK, York, Pa.

J. C. LEWIS, Jr., song writer for KHJ, Los Angeles, will devote his entire time to composing. "For Ever So Long" is his latest. He also wrote "I Got the Ritz From the One I Love."

LYNN WILLIS, announcer at WIP-WFAN, Philadelphia, has been appointed production manager by Edward A. Davies, vice president. Jay P. Begley, veteran radio personality, has been added as an announcer.

FREDERICK WILLIAM WILE, political commentator for CBS, has been invited to address the Institute for Education by Radio at Columbus, O., June 6-10, by the College of Education of Ohio State University. His topic will be "The Treatment of Political Topics by Radio."

TAURANCE DANTZLER, brother of Mary Brian, film star, has signed up his orchestra for a nightly appearance over KMTR, Hollywood.

BYRON DOUGLAS, radio columnist of the LOS ANGELES TIMES, and news announcer via KHJ, recently made his radio drama debut over KNX, Hollywood, in "The Valiant."

Tongue Twisters

"THE SEETHING sea ceaseth and thus the seething sea sufficeth us," was the shibboleth recently employed by the NBC to weed out candidates for positions as announcers. The French have now applied their ingenuity in devising a similar test for their own speakers. The best example seems to be: "Un chasseur sachant chasser chassa son chien de chasse dans un sachet séché."—From WIRELESS WORLD of London.

IN THE CONTROL ROOM

WILLIAM B. LODGE, of the well-known New England Lodge family and an honor graduate of Massachusetts Institute of Technology, has been transferred from the maintenance group, New York division of CBS, to the engineering group. His vacancy has been filled by George S. Sears, formerly in the construction department. James Hackett of the construction department has been transferred to studio engineering.

ENGINEERS of WIBA, Madison, Wis., are at work devising special pickups to handle the International Saengerfest with 1,000 voices to be held in Madison June 2-4.

WALTER C. EVANS, manager of radio operations for the Westinghouse Electric and Manufacturing Co., is supervising the installation of the shortwave equipment of W8XK, now being moved into an ultra-modern plant at Saxonburg, Pa., about 30 miles from Pittsburgh.

C. B. GROTE, of Dallas, was recently named chief engineer of WFDW, Anniston, Ala.

BEING a sight reader of music, McKenzie Reid, of the WOR, Newark, engineering staff, recently handled the Toscanini broadcast from Carnegie Hall. He generally handles the controls for similar broadcasts directly from copies of the score.

D. W. GELLERUP and Cliff Worby, of the WTMJ, Milwaukee, engineering staff, recently became fathers. It was the second son for Gellerup.

J. D. HOLMES, formerly with the Radio Engineering Co., Fort Worth, Tex., has joined the technical staff of KFUL, Galveston.

BILLY RULE, of the operating staff of WEEI, Boston, is the proud father of a baby daughter, born in April.

CLARENCE WESTOVER, CBS studio engineer, recently completed seven weeks on the road as "sound man" with the Camel tour. After returning to New York for a short time, the group went on tour again until latter May. A. B. Mundorf, of the CBS field engineering group, went to New Haven with the Mills Brothers recently, handling the switchover between the Mills Brothers there and Victor Young's orchestra in the New York studios.

C. GORDON JONES, formerly with Electrical Research Products, Inc., as an acoustical expert, who besides being a technician is also a musician, director, arranger and composer, will join the staff of the Yankee Network May 23. He will divide his time to the improvement of sustaining programs both from a technical and production standpoint.

AUBREY C. BIRCH, formerly of the field staff of WRC, Washington, has joined the engineering staff of WHP, Harrisburg, Pa.

G. FRED CRANDON, assistant chief engineer of WCSH, Portland, Me., and WFEA, Manchester, N. H., joined Chief Engineer William L. Foss late in April on a tour of northern New England for field surveys of the two stations.

BRUCE PIERSALL, until recently with KDB, Santa Barbara, Cal., has been transferred to the staff of KHJ, Los Angeles. He was succeeded at KDB by Milton Compton.

DR. A. N. GOLDSMITH, vice president and chief engineer of RCA, presided at the sessions of the Society of Motion Pic.ure Engineers meeting in Washington May 9-10. During acoustical discussions the new Bell Laboratories lapel microphone was introduced by W. C. Jones and D. T. Bell.

DR. LEE DE FOREST was honor guest and speaker at the first annual banquet for commercial radio operators and technicians of the southwest in Los Angeles April 29. William Comyns, radio instructor of the Frank Wiggins Trade School, presided.

R. G. BEERBOWER, supervising engineer for the RCA-Victor company, is in Charlotte, N. C., making preliminary plans for the installation of high power equipment for WBT. The station expects to be in operation on 25 kw. in July, and Mr. Beerbower will remain in Charlotte until that time.

SECTIONAL meetings of the I. R. E. schedule in May and June include: Cincinnati section, May 17; Detroit section, May 20 and June 17; Los Angeles section, May 17 and June 21; New York section, June 1.

M. H. Aylesworth Awards Prize to Philip James

SUBMITTING a composition with a characteristically radio title, "Station WGZBX," Philip James, director of the Little Symphony at WOR, Newark, was declared winner of the first prize of $5,000 in the NBC contest for original symphonic works by American musicians. Five awards were made on May 8 by M. H. Aylesworth, president of NBC, with prizes totalling $10,000.

The other four winners are: Max Wald, Paris, "The Dancer Dead," $2,500; Carl Eppert, Milwaukee, "Traffic," $1,250; Florence Grantland Galajikian, Maywood, Ill., "Symphonic Intermezzo," $750, and Nicolai Berezowsky, New York, "Sinfonietta," $500.

The five manuscripts were chosen after months of study from a total of 573 submitted. The jury comprised Walter Damrosch, Tullio Serafin, Nikolai Sokoloff, Frederick Stock and Leopold Stokowski. The task of ranking the winners in the order of merit, however, was left to a National Committee of Award, composed of 150 men and women scattered over the country, who were chosen as representing a cross-section of the nation's most enlightened musical opinion.

All of the composers are American citizens as stipulated in the rules of the contest. Berezowsky is a native of Russia but a naturalized citizen, while the four others were born in this country.

Walker Opposes Move Of WMT to Des Moines

DENIAL of the application of WMT, Waterloo, Ia., for authority to move to Des Moines, and to increase its power from 250 watts regular and 250 watts experimentally to 500 watts regular, was recommended to the Radio Commission May 9 by Examiner Walter (Report 358). In a previous report Walker had recommended renewal of the station's license but denial of the experimental power. In the second report he held that granting of the application would violate the regulations in that it would place on a Canadian-shared channel at a point less than 500 miles from the border, a station with an operating power of 500 watts and "an effective power in the direction of the border approximately 1200 watts."

CHICAGO offices of the Columbia Concerts Corporation and the Community Concert Service, formerly located in Tribune Tower, have been moved to larger quarters adjoining the Chicago offices of the CBS in the Wrigley building.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW NATIONAL accounts on WTMJ, Milwaukee: Edna Wallace Hopper, Inc., Chicago, (restorative cream) transcription beauty talk, three times weekly, through Blackett-Sample-Hummert, Inc., Chicago; Individual Drinking Cup Co., Easton, Pa., transcription of circus stories, Tuesday, through The Simpers Co., Philadelphia; Rotter Baking Co., Milwaukee, children's adventure program three times weekly; Rit Products Corp., Chicago, (dry cleaner compound) news items and music, daily except Sunday, through Earle Ludgin, Inc., Chicago; General Mills, Inc., Minneapolis, transcriptions thrice weekly, through The McCord Co., Minneapolis; Virginia Snow Studios, Elgin, Ill., (threads) alternate Mondays, through Rogers & Smith, Inc., Chicago; Marquardt Co., Milwaukee (mattresses) slumber music, Tuesday, through N. W. Ayer & Son, Philadelphia; Commander Larabee Cereal Co., Minneapolis, (Kwik-Bis-Kit) announcement daily except Sunday, through Erwin-Wasey & Co., Minneapolis; Thymo Borine Laboratory, Milwaukee, announcement thrice weekly, through Klau-Van Pietersom-Dunlap & Associates, Milwaukee.

WHBY, Green Bay, Wis., reports these new accounts: Berry Brothers, Detroit, (Berryloid paints) musical program, Thursday; Albert Dickinson Seed Co., Chicago, (Nod-O-Gen) announcements; Plough, Inc., Memphis, Tenn., (St Joseph's aspirin) announcements, three times weekly. All three accounts are handled by National Radio Advertising, Inc.

NEW ACCOUNTS reported by WMAZ, Macon, Ga.: Plough, Inc., Memphis, (beauty preparations) recorded announcements six times weekly from National Radio Advertising, Inc.; Nehi Bottling Co., Columbus, Ga., transcriptions; Quaker State Oil Co., Oil City, Pa., transcriptions.

ACCOUNTS reports by WCSH, Portland, Me., include Beechnut brand products, 15-minute transcriptions Mondays to Fridays, starting early in May, placed by Scott Howe Bowen, Inc.; Davis baking soda, 13 daily except Sunday 15-minute transcriptions starting April 27, placed by Ruthrauff and Ryan, New York; Berry Brothers (paints), weekly 15-minute transcriptions, placed by National Radio Advertising, Inc., Detroit.

THE B. C. REMEDY Co., Durham, N. C., (headache and neuralgia remedies) has taken the sponsorship of the sports review conducted on WDOD, Chattanooga, Tenn., by Arch McDonald. Other accounts on the station include Plough, Inc., Memphis, (beauty creations); Nehi Bottling Co., Columbus, Ga., and the Wofford Oil Co.

WSB, Atlanta, has signed a summer-long semi-weekly series with Daytona Beach, Fla., funds having been raised by the chamber of commerce there by popular subscription. It is estimated that last year's similar series added 20,000 people to the resort's visiting list. Bulova Watch Co., New York, has signed its fifth 52-week contract for time announcements on WSB, and Edna Wallace Hopper has placed 78 thrice weekly programs on the station.

DEVOE & RAYNOLDS Co., New York, (paints, varnishes, etc.) has placed a series of weekly transcriptions by National Radio Advertising on WDBO, Orlando, Fla., among other stations.

NATIONAL ACCOUNTS reported by KYA, San Francisco: Dr. Ross' Dog Food, Los Angeles, weekly transcriptions placed by Roy Alden & Associates, Los Angeles; Miracul Wax Co., St. Louis, (Dri-Brite liquid wax) daily morning announcements by Anfenger Advertising Agency, St. Louis; Duart Mfg. Co., San Francisco, (cosmetics) daily announcements by M. E. Harlan Advertising Agency, San Francisco; Doraldina, Inc., Los Angeles, (cosmetics) twice weekly announcements by Paul R. Winans, Los Angeles; C. R. Little, San Francisco, (Bible Institute) Sunday transcriptions by Watchtower Radio Service: Scientific Laboratories, San Francisco, (Reduceoids) daily studio musical and daily recorded program, no agency; U. S. Rubber Co., New York, (Keds) daily transcription, "Just Willie," placed by Brown & Hart, Inc., New York; Walk-Over Shoe Co., daily announcements, no agency; Wessel Co. (auto repair) transcription every other Tuesday, no agency; United Drug Co. (Rexal products) daily transcription by World Broadcasting System, and Jad Salts, daily transcription "Aunt Jemima Songs" by World Broadcasting System.

WFDW, Anniston, Ala., has just started a series of broadcasts for Swift & Co., the Vigoro department, Chicago, (Vigoro gardener) by electrical transcription, 12:45 to 1 p.m., Monday. Account handled through the local Vigoro dealer, Bell-Hubbard Hardware Co. The Merchants' Parade, a new local cooperative program, is in its third week.

KFRC, San Francisco, has inaugurated the "Simon Sleeper Quarter Hour" twice a week in the form of a siesta program for tired housewives. Soothing ballads and tinkling string music will predominate. A mattress company sponsors the period.

ROB WAGNER Publishing Co., Beverly Hills, Cal., will use KTM, Los Angeles, for floating announcements of its weekly publication, "Rob Wagner's Script," sophisticated society weekly. It is understood that if the results warrant a similar arrangement will be made with other Pacific coast stations.

NEW ACCOUNTS on WGN, Chicago, include Dutch Masters Cigars, sponsoring nightly sports review by Quin Ryan, station manager and chief announcer; Atlas Brewing Co., Chicago, sponsoring daily "Headlines" program based on newspaper headlines of other years, also with Quin Ryan; Michigan City (Ind.) chamber of commerce, six weeks sponsorship of WGN Symphony Orchestra weekly; Foodtown Kitchens, Inc., 52 weeks, daily except Sunday, children's "Pops' Pirate Club"; Bulova Watch Co., twice daily time signals, and Chicago Flexible Shaft Co., nightly weather forecasts.

NEW ACCOUNTS on WBT, Charlotte, N. C., are Philco radio, 52-weeks, 15-minute studio program Sundays, placed by local distributor; Plough's Program Highlights, transcription, daily for one year; Coca Cola quarter hour, studio program, placed by local bottlers; Reliance Manufacturing Co., Chicago, (garments), short talks, talks, placed by Scott Howe Bowen; Edna Wallace Hopper, transcription twice weekly, World Broadcasting System; Nehi program, transcription, placed by local bottler.

LEHN & FINK Products Co., New York, (Pebeco toothpaste) on May 17 starts Pebeco Playboys on WABC, New York, for 13 weeks, Tuesday and Thursday, 8:45 to 9 a.m., EDST. United States Advertising Corp., New York, handles the account.

RED TOP MALT Co., Cincinnati, (malt extract) is sponsoring nightly baseball scores and sports chatter by Announcer James Murray on WJAS, Pittsburgh; the station helped boost attendance at the National League opening April 21 with a special "Boost the Pirates" program in which players of the club were interviewed.

WTAX, Springfield, Ill., reports that the combined filling station owners of that city are sponsoring the Phillips "66" program of a 10-piece orchestra, and that local dealers have taken the sponsorship of the Phoenix Hosiery and Goodrich Silvertown features.

WIP-WFAN, Philadelphia, reports the addition of Aluminum Goods Mfg. Co., Manitowoc, Wis., to its daily home economics period, and Charles D. Clugston, Philadelphia, (Hy-Po moth repellant) to its "Magazine of the Air." Other new accounts include Health Laboratories, Inc., Pittsburgh; James Lees & Sons, Bridgeport, Pa.

A RECENT addition to the new accounts on KNX, Hollywood, is Kellogg Food Town Kitchens, Inc. Their program, furnished by Record-O-Cast, Inc., is heard every Monday and Wednesday evening for 15 minutes.

NETWORK ACCOUNTS

WILLIAM WRIGLEY, Jr., Chicago, (chewing gum) on August 29 renews "The Lone Wolf" on 23 CBS stations (two groups) for 35 weeks, Monday, Wednesday and Friday, 5:45 to 6 p.m. and 6:30 to 6:45 p.m., EDST. On same date it renews "Myrt and Marge" on 26 CBS stations (two groups) for 35 weeks, Monday through Friday, 7 to 7:15 p.m. and 10:45 to 11 p.m., EDST. Both accounts handled direct.

LAMONT CORLISS & Co., New York, (Nestle's Chocolate) on June 3 renews program with Leonard Joy's orchestra and guest artists on NBC-WJZ network with exception of KWCR, Friday, 8 to 8:30 p.m., EDST. J. Walter Thompson Co., New York, handles the account.

LAMONT CORLISS & Co., New York, (Pond's Cold Cream) on May 27 renews program with Leo Reisman and orchestra over NBC-WEAF network, Friday, 9:30 to 10 p.m., EDST. J. Walter Thompson Co., New York, handles the account.

P. BEIERSDORF & Co., New York, (Nivea Creme) on May 23 starts "Everday Beauty" talk by Eileen Douglas, Monday, 12:15 to 12:30 p.m., and Friday, 3:15 to 3:30 p.m., EDST. Federal Advertising Agency, New York, handles the account.

GOODALL WORSTED Co., Sanford, Me., (summer suitings) on May 19 starts variety program to "follow the weather" with Jay C. Flippen as master of ceremonies on CBS, Thursday, 10:45 to 11 p.m., EDST.

THE KELLOGG Co., Battle Creek, Mich., on May 9 started "Singing Lady" over 5 stations of NBC-KPO network, daily except Saturday and Sunday, 5:30 to 5:45 p.m., PST. N. W. Ayer & Son, Philadelphia, handles the account.

AMERICAN KITCHEN Products Co., New York, (Steero bouillon cubes) on June 8 renews crockery talks by Jane Grant with gypsy songs, Wednesday, 10:15 to 10:30 a.m., EDST, on NBC-WEAF network. Batten, Barton, Durstine & Osborn, New York, handles the account.

McLAUGHLIN, GORMLEY & KING, Minneapolis, (Evergreen Insecticide) on May 19 starts Frank and Flo Cornin, vocal duo, on WJZ, New York, and WBAL, Baltimore, NBC synchronized stations.

B. T. BABBITT, Inc., New York, (Bab-o cleanser) on May 20 starts musical program on 17 CBS stations, 26 weeks, Friday, 11 to 11:15 a.m., EDST (replacing Saturday program). Peck Advertising Agency, Inc., New York, handles the account.

OLSON RUG Co., Chicago, on May 12 placed a two-time only broadcast of "The Olson Weavers," with studio orchestra, on 23 CBS stations, 9:15-9:30 p. m., EDST. Philip O. Palmer & Co., Chicago, handled the account.

WYETH CHEMICAL Co., New York, (Jad Salts) on May 25 renews its "Aunt Jemima Songs" feature over 24 CBS stations for 13 weeks, air time being Tuesday, Wednesday and Thursday from 2-2:15 p. m., EDST. Blackett-Sample-Hummert, Inc., New York, handles the account.

PROSPECTS

DERMAY LABORATORIES, Cleveland, (cosmetics) will use radio and newspapers in a campaign which will be handled by Ralph W. Sharp and Associates, Cleveland.

WILLIAM G. BELL Co., 189 State St., Boston, (Bell's poultry seasoning) makes up lists during June for a campaign which will include radio. N. W. Ayer & Son, Boston, handles the account.

SCOTT & BOWNE, 60 Orange St., Bloomfield, N. J., (Scott's Emulsion and cod liver oil) will again include radio in its new campaign for which lists will be made up in June. N. W. Ayer & Son, New York, handles the account.

RADIO will be used along with newspapers in a campaign advertising a new product of the Pasteur Institute, Paris, which the Pastoxine Distributors of America, Chicago, will undertake. The Chicago office of the William H. Rankin Company has been appointed to handle the account.

J. B. FORD Co., Wyandotte, Mich., (New Wyandotte cleanser) will use radio along with newspapers to introduce this new product. N. W. Ayer & Son, Detroit, handles the account.

DEEMS AGENCY, Long Beach, Cal., has been appointed to direct a campaign calling attention to the 50th anniversary of the city. Radio, newspapers and billboards will be used to direct tourists to the celebration.

LOS ANGELES office of Hanak, Klein and Leahy has been appointed by Italian Kitchens, Ltd., San Francisco, to undertake a radio campaign in the southwest. No definite lineup of stations to be used has been released.

TRANSCRIPTIONS

NEW ACCOUNTS signed by National Radio Advertising, Inc., since April 1 are reported as follows: Plough, Inc., Memphis, Tenn., (toilet articles) daily announcements over 35 stations for 52 weeks, starting April 6, through Lake, Spiro, Cohn, Inc., Memphis; Curtis Candy Co., Chicago, 5-minute programs for 13 weeks over 9 stations, starting April 18, through McJunkin Advertising Co., Chicago; John F. Jelke Co., Chicago, (oleomargarine) one-minute announcements for 21 weeks over 10 stations, starting May 6, through Collins-Kirk, Inc., Chicago, and Thomson & Taylor Co., Chicago, (tea, spices, etc.) 5-minute programs for 26 weeks over 19 stations, starting in May, through Warner Mason Co., Chicago.

STANDARD SOUND RECORDING Corp., New York, is producing a series of 26 15-minute transcriptions for Calkins & Holden, handling the account for RED BOOK Magazine. The programs are dramatic sketches by RED BOOK authors, J. F. Clemenger being the narrator.

XUM

TWO *reactions* to every WLS Program

The value of radio advertising is measured by one thing . . . RESULTS! Records on WLS show that both listeners and dealers REACT to WLS programs. Actual mail returns show that listeners respond to WLS programs even during hours which experts have classified as "undesirable."

Advertisers have told us "afternoon is no good." Yet ONE five-minute broadcast alone at two P. M. brought requests for 7,650 catalogues on home needlework. A half hour on Sunday afternoon brought 10,000 requests for free samples. And on Saturday morning, "when children are all out at play," a single 15-minute program brought over 5,000 drawings, all from children under 15 years.

Dealers REACT to WLS programs too. Advertising over WLS builds for them actual cash sales. A manufacturer went on WLS with but two dealers in a new territory. Without the aid of any other form of advertising, WLS has created such a demand for this product that it is now handled by 5,000 dealers in the same area.

WLS knows its audience; knows what they like—and knows how to build programs that bring RESULTS. Let WLS help increase your sales in 1932.

WLS The Prairie Farmer Station

BURRIDGE D. BUTLER - - - - - - - *President*
GLENN SNYDER - - - - - - - - - *Manager*

Main Studios and Office: 1230 W. Washington Blvd., Chicago

50,000 WATTS • 870 KILOCYCLES

ELECTRO-VOX, Inc., 1206 Maple Ave., Los Angeles, has announced the opening of its laboratories to make transcriptions off the air and for test purposes. The "Gottschalk Process" will be used.

ROY PEARSON has taken charge of the Chicago offices of the Radio Transcription Co. of America, Los Angeles, at 2447 South Michigan Ave.

AGENCIES AND REPRESENTATIVES

FOODTOWN KITCHENS, Inc., Chicago, (Wheat and Rice Pops) has retained the McJunkin Advertising Co., Chicago, to handle a children's program, "The Pops' Pirate Club," which started over WGN, Chicago, May 9, preliminary to its introduction throughout the present distribution area of the Pops foods.

HYLAND L. HODGSON, vice-president in charge of radio of N. W. Ayer & Son, Inc., on May 2 addressed a meeting of New York manufacturing representatives on the growth of radio advertising.

RADIO as a medium of advertising was strongly championed at the advertising clinic which was part of the annual Journalism Week, May 2, at the University of Missouri. The speaker on radio was James H. Higgs, vice president of the Ehlinger-Higgs Agency, Tulsa, who decried proposals to impose more restrictive laws on radio to limit advertising.

THE KIRSCH Co., Sturgis, Mich., (drapery hardware) a radio account, has reappointed Brooke, Smith & French, Inc., Detroit, as its advertising and merchandising counsel.

ROY KELLOGG, who produced a series on NBC in the west for the Gilmore Oil Company, Los Angeles, has become a radio broker in association with J. Howard Johnson. Offices are in the Western Pacific Bldg., Los Angeles.

L. SCOTT PERKINS, formerly production manager of the NBC in San Francisco, has joined Hanak, Klein & Leahy, San Francisco agency, as radio manager.

BURTON BUNCH, formerly manager of the National Radio Audition of the Atwater-Kent Foundation in the offices of Tom Shipp, Washington publicity counsel, has opened offices in the St. Louis Mart Building, St. Louis, as publicity counsel.

FRED E. HAMLIN, Newhouse Hotel, Salt Lake City, has opened an advertising agency which will include radio accounts. J. E. Mills, S. H. Higginbo'ham and Vern Peterson will be associated in the enterprise.

THE LANE Co., Altavista, Va., (cedar chests and furniture) has appointed N. W. Ayer & Son, Philadelphia, to handle its account.

DAVID ELMAN, formerly a continuity writer with CBS in New York, and Earle Ferris, formerly manager of WTAM, Cleveland, have joined the staff of the radio department of The Blackman Co., New York agency.

WBT, Charlotte, N. C., has appointed William G. Rambeau, Chicago, as station representative in the central territory. Mr. Rambeau represents a select list of major stations.

STATION NOTES

NBC's Boston station, WBZ, made the front pages of newspapers all over the country April 28 when King Leo, the 900-pound Metro-Goldwyn-Mayer motion picture lion, twice broke loose in the station studio at the Hotel Bradford amid a gathering of 150 spectators. Brought to the studio to roar in front of the microphone, King Leo twice jumped through plate glass windows but was finally caged. Seven persons suffered minor injuries, either from broken glass or on account of the rush of the crowd for the elevators.

WDAE, Tampa, Fla., last month presented Philco radio receivers to each of the 23 grade schools, together with the parochial schools, in Tampa. D. B. McKay, owner of the station, and Spencer Mitchell, manager, explained that the donation was made so that the children might take advantage of the educational opportunities of radio, particularly the CBS "American School of the Air."

KDRL, Devils Lake, N. D., has completed the installation of a new transmission unit, with automatic frequency control. A new RCA-Victor frequency monitor has also been ordered, and its installation will complete the renovating of the station, all of which is being done by the station staff.

WLS, Chicago, has a wide variety of cow bells sent in by as wide a variety of listeners for use as the signature of the National Barn Dance program. The bells have come from street car conductors, school teachers, a missionary, rum runners, soldiers and lighthouse keepers.

A BULLETIN listing the contributions received during 1931 for the support of WCAL, Northfield, Minn., has been issued by St. Olaf College, which operates the station.

KDYL, Salt Lake City, on May 8 attained its tenth anniversary though the entire month was devoted to special broadcasts in commemoration of the birthday.

WDAE, Tampa, oldest radio station in Florida, on May 17 celebrates its tenth anniversary, reports L. S. Mitchell, manager.

RCA

FREQUENCY MEASURING SERVICE

Accurate measurements of your station frequency when you need them most.

Do you comply with General Order 116?

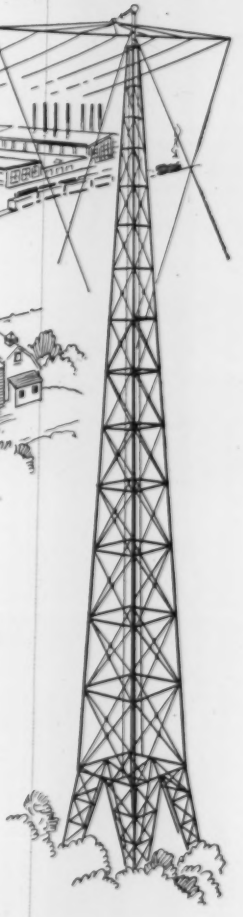
JUNE 22 WILL SOON BE HERE.

R. C. A. COMMUNICATIONS, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

WLW

"the Nation's Station"



We have made America's most populous area a WLW Community

OUR consistently good programs, powered by 50,000 watts, are received by millions in the rich Middle West.

We are the center of radio entertainment for listeners in the big cities, numerous towns, manufacturing centers and farm districts "near the center of population."

The whole WLW story is told in facts, figures and illustrations in our free, 72-page folder. Send for it.

Ford Rush is known as "Old Man Sunshine" to kiddies everywhere. He and his "toy band" are one of the outstanding features on the air today. Such unusual talent is typical of WLW.

Near the Center of the Dial

Near the Center of Population

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., *President* • CINCINNATI

KTM, Los Angeles, has completely renovated its studios and redecorated in the form of an exterior set of an early California mission with belfry and facade. Special lighting effects give the sunset glow at all times and the organ console has been spotted in the mission entrance. The new scenic set was installed as an incentive for Olympic Games visitors to visit the station.

KMOX, St. Louis, is surveying its coverage through letters addressed to radio editors offering to send the station's radio programs if the reception is satisfactory.

ON MAY 1 KDB, Don Lee station, Santa Barbara, Cal., celebrated its first birthday under the present ownership. On the same evening KVOS, Bellingham, Wash., held a special program on becoming affiliated with the Don Lee-CBS network.

WIP-WFAN, Philadelphia, recently staged a television demonstration in cooperation with the Gimbel store. Sanabria equipment was used. A group of prominent personalities, including Leopold Stokowski, were televised.

TWIN TOWERS for CKWO, new CBS outlet at Windsor, Ont., to be operated by Essex Broadcasters, Ltd., on 540 kc., were completed May 7, and the station is expected to be in readiness by June 1. The towers are said to be the highest in Canada, rising 200 feet.

EQUIPMENT

DE FOREST RADIO Co., Passaic, N. J., announces that for the convenience of broadcasters, amateurs and other users of transmitting tubes, its audions are being stocked at seven distributing points, in addition to Passaic, N. J., to insure maximum speed in bringing tubes to station operators. The stocks are maintained at the DeForest regional offices in Chicago, Minneapolis, Seattle, Los Angeles, Kansas City, Pittsburgh and Atlanta.

DE FOREST RADIO Co., Passaic, N. J., has completed a special laboratory to test transmitters and has enlarged its transmitting tube department to meet increased orders for broadcast requirements. Reductions in the prices of transmitting audions have also been announced.

WNAC AND WAAB, key stations of the Yankee Network at Boston, claim to be the first in the country to take complete advantage of the latest developments in acoustical engineering. As a result of an exhaustive study by consulting engineers of Electrical Research Products, Inc., they are now equipped with acoustic treatment and a technique of distant sound pickup designed to make the studios "live." The supervising engineer on the work was C. G. Jones, of the ERP organization.

POSTAL TELEGRAPH Sales Corp., newly incorporated affiliate of Postal Telegraph, has concluded an arrangement with the Hammond Clock Company, Chicago, to act as exclusive distributors of a new bichronous electric clock, according to C. B. Allsopp, vice-president of Postal Telegraph-Cable Co. The new clocks, to be manufactured by Hammond, are described as non-stop and "constantly correct to a second." They do not require periodical synchronizing or servicing. They will be sold outright on a cash or deferred payment basis, instead of leased to users as has been the general custom, and are made in different colors and sizes to fit in with any type of office or store equipment.

JANSKY & BAILEY, engineering consultants of Washington, are supervising the installation of the new 5 kw. Western Electric transmitter of CKWO, which goes into operation June 1 at Windsor, Ont., across the river from Detroit.

PROGRAM NOTES

"MARCH of Events" is the title of a new program recently started by WMCA, New York, under the personal supervision of Charles Martin, who created the "March of Time" program, formerly a CBS feature. The program is carried Sunday evenings.

A TELETYPE system and a novel abbreviation scheme enables Pat Flanagan, WBBM, Chicago, sports announcer, to speed up materially his reports on out-of-town baseball games. The teletype line connects the studio and the press boxes of the National League parks.

WHBY, Green Bay, Wis., recently inaugurated the "Fox River Valley Newscast," broadcast edited by Ray Leason. Its slogan is: "The news you hear today you will read tomorrow."

LISTENERS were invited to send in their pet superstition on May 2 when a series of discussions on superstitions were broadcast over WAAB, Boston, and the Yankee Network during Big Brother Bob Emery's "Science Laboratory of the Air."

THE AMERICAN School of the Air has just concluded its third season on the air. Seventy-eight CBS stations carried the educational programs to an estimated audience of 10,000,000 children and adults during the 1931-1932 season. More than 3700 hours of network time were consumed in the 97 broadcast periods.

WOR, Newark, began broadcasting this month a weekly series of addresses by Oswald Garrison Villard, noted liberal leader and editor of THE NATION.

RAY COFFIN, onetime president of the Wampas, Hollywood group of film publicity men, has been gathering material for a potential chain program with "big-time" authors to produce short stories. Original billing was for the program to be known as the H. H. Van Loan Eminent Author Hour included Upton Sinclair, Rupert Hughes, Homer Croy, E. D. Biggers, Jim Tully, Donald Ogden Stewart and others. No deal was announced as to chain or station, according to Los Angeles press reports.

EIGHTY-FIVE schools of Georgia are taking advantage of the "Georgia School of the Air," being broadcast by WMAZ, Macon, and 10 scholarships in voice, recitation, declamation and music are offered grammar and high schools. WMAZ recently transferred its equipment to new studios without losing any scheduled time on the air.

ATHLETIC interviews with prominent coaches and educators from various schools and colleges are being featured on KFKU, University of Kansas station at Lawrence, Kan.

THE TECHNIQUE of broadcasting was brought to University of Southern California (Los Angeles) students late in April in the commerce department as part of a general lecture series. Speakers included Carl Haverlin, sales manager; Arthur Kales, manager and Jose Rodriguez, publicity manager of KFI-KECA.

A LIMERICK contest staged in connection with the "Emmy and Ezra" program over WGAL, Lancaster, Pa., has resulted in an increase in the circulation of Lancaster newspapers in which the limericks were published. A total of 20 cash prizes were awarded and a photograph of the radio stars was given each entrant.

THE POPULAR WLS barn dance entertainers on May 7 were added to the NBC network.

MCA Expands

ON ACCOUNT of increasing activities, the Music Corporation of America's Chicago office recently moved into larger quarters, taking over the entire eighteenth floor of the Masonic Temple building. Previously, the New York offices were expanded to include the observatory tower of the Paramount building.

Agency's Radio Role

(*Continued from page 11*)

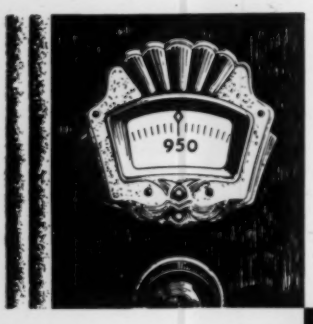
department? There's plenty for it to do besides wandering among the Narcisses of Broadway. Someone has to devise palatable, unique, unhumdrum commercials. Someone has to uncover announcers who do not sound as though they were breathing their last, broken with love. Someone needs to work out ingenious lyrical novelties, rearrange words so singers may have open throats in upper registers. Someone who knows must keep conductors on the ground so they won't be tempted as they so easily are, to choose musician music instead of the surer-fire lollipops of which audiences never weary. Someone with advertising background must study script and programs and sense immediately how entertainment factors can be harnessed to the commercials. Someone with a sense of humor must be around the place to detect absurdities that do not belong and provide the same for spots in the act where they should be and aren't. Someone who wears number twelve shoes should be employed to wander about the department, kicking others who wear number eight hats. This could go on for hours, but why should I? In the first place, ideas are worth money, even if you can't sell them. In the second place, there likely are not half a dozen big agencies in the country yet ready for this horse sense.

There should be an armistice, I'm convinced—an end to the hostilities between broadcast companies and agency men. Somehow, many agency executives seem to be losing sight of an important fundamental. We're the customers of the broadcast companies. Our patronage is their bread and butter. They have their own interest at heart in their program building, but that interest comes to nothing if the programs are not sold. In a liberal sense, every dollar they have invested is an investment in the advertising business. When advertising ceases either the radio broadcast companies will cease also or we shall have government subsidy with Congressman Sapp's soprano niece and Senator Supe's nephew's college glee club pinch-hitting for entertainment.

If the remnants of my readers include one agency's treasurer, may I, as a parting thrust, ask him how he likes, on the month's audit such items as "audition of orchestra, (Coryphee Shoes) $450."

Petition Denied

PETITION of the World Broadcasting System for an amendment of the rules and regulations governing announcements of mechanical reproductions along simpler lines was denied by the Radio Commission May 10. In a letter to the Commission from George E. Strong, counsel for World, asked for authority to announce its transcriptions as the networks announce their programs, such as "This program comes to you by electrical transcription from the World Broadcasting System studios in New York City."



LET THE DIALS
of this Great Trade Territory
TUNE IN
YOUR SPRING MESSAGE
ON KMBC
MIDLAND BROADCASTING CO.. KANSAS CITY. MO.

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

XUM

WGN presents to the world

CLARA, LU 'N' EM

—THE SUPER SUDS GIRLS!

THEY talk about everything. Gandhi! Shanghai! The presidential candidates! Unemployment! The subject of every household's everyday life is reviewed and rehashed.

Thousands of women, and men, too, follow their gossiping. Frequent tests have proved this. Thousands of letters are received each month, by the girls and their sponsors.

A year ago last August the Colgate-Palmolive-Peet Company contracted for this WGN feature. They tested the program locally over WGN for five months and then contracted for a year's network broadcast over thirteen stations. At the start of February, 1932, upon receiving many requests from listeners, the sponsors of the feature decided to present the girls' prattlings on a forty-two station network, blanketing the entire country except the Pacific Coast, and to transfer their chatter to a morning period.

Clara, Lu 'n' Em are one of the most popular features on the air today. They're doing a great job for a satisfied client. They're GOOD CHEER both for WGN, their originator and director, and for the NBC chain . . . Is your radio program doing as well? . . . The station that gave the world "Sam 'n' Henry" ("Amos 'n' Andy"), East and Dumke ("Sisters of the Skillet"), "Little Orphan Annie", Kellogg's Singing Lady, and Floyd Gibbons has a program ready for you! WGN is building tomorrow's great programs today.

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE

IF

IF YOU ARE INTERESTED IN THE NATIONAL FIELD

Interest the National Field in Your Territory and Station . . .

"If we only had a salesman calling on all advertising agencies and national advertisers who use radio." This thought has probably passed through your mind many times. But it is rather an expensive idea for the average station manager to entertain. Yet *IT CAN BE DONE*—And Economically Too.

Your message in BROADCASTING will do it. BROADCASTING goes to the busy executives who haven't time to chat with salesmen—it is read by the very men you want to reach.

Here's what some of those executives think of BROADCASTING:

"May I extend my hearty congratulations on the success of your magazine BROADCASTING. It is covering an important field and I find the magazine both interesting and informative. It should be of real value to all advertising agencies and to anyone who is engaged in the radio industry."
YOUNG & RUBICAM, INC.
ARTHUR BERGH

"It seems to me that there is no better way to keep abreast of a broadcasting situation than to follow the valued contents of your magazine.

"In a word, I find no other periodical that could be satisfactorily substituted for BROADCASTING. I feel this opinion is due you."
ERWIN, WASEY & COMPANY, INC.
CHARLES F. GANNON, *Director of Radio.*

"The need for an authoritative publication in the broadcasting field is definite . . . you may count on our cooperation."
THE CRAMER-KRASSELT CO.
LEE TRACY

"Will you accept my compliments on the unusually fine and interesting publication you have."
UNITED ADVERTISING AGENCY, INC.
JEROME VAN WISEMAN, *Assistant to President.*

"You have gathered together a lot of interesting material on all phases of radio and we wish you success."
GOTHAM ADVERTISING CO.
WILLIAM MENKEL

"BROADCASTING covers the field broadly and specifically and I congratulate you on the splendid publication."
WORLD WIDE ADVERTISING CORP.
ROBERT B. MCCLEAN, *Vice-President.*

BROADCASTING
NATIONAL PRESS BUILDING, WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

Education Groups To Consider Radio

Meet at Buffalo, Columbus May 28-20 and June 6-9

RADIO ADVERTISING, broadcasting into the schools and the ultimate control of radio will be among the topics discussed at the second annual assembly of the National Advisory Council on Radio in Education, to be held in Buffalo, N. Y., May 18-20, at the Hotel Statler. Various aspects of radio's use in education will also comprise the Third Annual Institute on Education by Radio under the auspices of Ohio State University at Columbus, June 6-9.

The council will devote morning and afternoon sessions on May 19 to reports from the committees responsible for the radio programs on psychology, economics, vocational guidance, labor and civics now being broadcast.

The topics for the evening session will be "Broadcasting into the Schools." Florence Hale, president of the National Education Association, is in charge of this meeting, and William John Cooper, United States Commissioner of Education, will preside.

The final morning session will include addresses on "The Broadcasting Station as a Community Enterprise" and "The Ultimate Control of Radio." "What the Radio Can Do for the Farmer and the Rural Community," "Broadcasting Abroad" and "Development of Radio Legislation" will be discussed during the afternoon session.

The evening meeting will be devoted to consideration of radio advertising from the standpoint of the broadcaster, the advertiser, and the general public.

Others who will address the sessions include Cline M. Koon, United State Office of Education; Lyman Bryson, of the California Association for Adult Education; Senator Arthur Capper; Walton Hale Hamilton, of the Yale University Law School; William Hard, political correspondent; Carroll Dunn, Director of Research, Crossley, Inc.; Harold A. Lafount, Radio Commissioner.

The Columbus sessions will be addressed on a wide variety of radio subjects by officials of the networks identified with educational programs and by government and school officials participating in educational presentations. Among those scheduled to address the institute are Morse Salisbury, chief of Radio Service, Department of Agriculture; Merrill Denison, Canadian National Railways; W. V. Bingham, chairman, psychology committee, National Advisory Council; Felix Morley, chairman, economics committee, Advisory Council; Margaret Cuthbert, program department, NBC; Katherine Ludington, chairman, radio committee, National League of Women Voters; H. V. Kaltenborn, CBS; Margaret Harrison, Columbia University; D. A. Worcester, University of Nebraska; H. L. Ewbank, chairman, radio committee, University of Wisconsin; George H. Betters, Northwestern University; Joseph E. Maddy, professor of music, University of Michigan; James N. Bule, superintendent of public instruction, state of Pennsylvania; Edgar Dale, Ohio State University; Judith Waller, WMAQ, director of Education, midwest division, NBC; Joseph F. Wright, director, WILL, University of Illinois; C. M. Koon, senior specialist in radio, U. S. Office of Education; Tracy F. Tyler, National Committee on Education by Radio; Franklin Dunham, NBC; E. D. Jarvis, Ohio School of the Air geography broadcasts; Alice Keith, broadcasting director, American School of the Air, CBS; Neil D. Matthews, Cleveland; C. L. Menser, production manager, Chicago studios, NBC; H. Umberger, chairman radio committee, Association of Land Grant Colleges; President Rightmire, Ohio State University; Robert Four, Ohio State University; T. M. Beaird, executive secretary, Association of College and University Broadcasting Stations; and L. M. Lumley, Ohio State University.

Favors Self Regulation

(*Continued from page 13*)

can never replace the community station serving its citizens as a sort of hybrid theatre - newspaper free of charge, was strongly commended by Dr. Klein as the means of bringing to the rural and outlying areas the social advantages of the metropolitan areas. "It is doing more than any other single thing to break down the barriers of isolation and to obliterate ignorance. As the distribution of good receivers increases on the farms, among the mountaineers and in the backwoods, this enlightenment will become more evident."

Apropos of television, Dr. Klein asserted, both the industry as a whole and the Federal authorities were acting wisely in "making haste slowly" and in avoiding premature introduction of visual radio on a commercial basis. Since television is the logical sequel to voice broadcasting, he said it was to be assumed that the voice broadcasters of today would become the combined sound and sight broadcasters of tomorrow.

«TOBACCO»

One Big Reason Why Business is Good in North Carolina

Three fourths of all cigarettes made in the United States are made in North Carolina—one reason why North Carolinians have jobs and money to spend—why this State leads the South in total net sales.

WPTF is centrally located in this rich territory, and there's no other radio station within 80 miles. Associated NBC station—nearest other is Richmond, Va.

WESTERN ELECTRIC EQUIPMENT

Power 1,000 watts Frequency 680 kc.
Double Western Electric 78's and 33 1/3's
H. K. CARPENTER, *Manager* R. L. BRIDGER, *Commercial Manager*
New York Office: Lincoln Bldg., 60 E. 42nd Street

The POWER is LISTENER INTEREST*

● WKRC not only reaches your prospects—it SELLS them!

● It is the POWER that drives LISTENERS into STORES to BUY your product!

● Here is the million-market called Cincinnati—spending an annual income of $235,000,000—listening to finest Columbia programs broadcast on a full 19-hour unbroken schedule every day—reaching for your program at 550 kilocycles . . . "right at the top of the dial."

● Put this POWER to work for you!

WKRC

● AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

*Full 19-hour schedule
1000 watts power
100% modulation
Finest C. B. S. programs
Latest Western Electric Equipment

LAST CALL
for
Frequency Monitors

June 21, deadline for General Order 116, will soon be here. Will your station be allowed to continue operating? It will if you have ordered General Radio frequency-monitoring equipment, because General Radio has Federal Radio Commission approval and General Radio is making deliveries on schedule.

Here is a summary of the reasons for your choice of General Radio. No other monitor has all of these advantages:

1. General Radio makes a definite accuracy guarantee, a promise of performance that has been proved by actual routine operation in almost 100 stations.

2. The General Radio monitor has the large visible meter showing at all times direction as well as the amount of a frequency drift.

3. The General Radio monitor mounts *either* on a standard relay rack or on a small desk-type rack.

4. The price is $550. Liberal discount for cash or terms can be arranged.

ORDER TODAY BY TELEGRAPH COLLECT

GENERAL RADIO CO.

CAMBRIDGE A, MASSACHUSETTS

A Canadian Viewpoint

(Continued from page 9)

of broadcasting? Not in Canada, I assert.

The Privy Council of Great Britain—which is equivalent to the Supreme Court of the United States—recently stated unequivocally that the Dominion Government of Canada had complete control over radio broadcasting within the domain of Canada, both as to transmitting and to receiving apparatus.

It will have this control a year from now, or any number of years from now, and if any fictitious, or allegedly grasping alien "octopus" seeks to wrest this control from it, someone's tenacles can easily be clipped or attenuated.

Admittedly then, we have, and will always have, this complete control. We could, if need be, prohibit the use of Canada of any receiving sets capable of tuning in foreign stations—as has been suggested by some extremists.

Why All the Bother?

WHAT MORE could we ask, than the intelligent exercise of this control, to preserve our birthright to the Canadian air?

What need have we to bother about our silly but admirable Don Quixotes who are tilting the American radio wind-mills, or to humor our somewhat Pecksniffian "little" Canadians who depreciate our western hemisphere broadcasting methods and "madness"?

Whether broadcasting in Canada is, in future, to be government-owned and operated, *sans* advertising, or is to continue under private ownership with active and intelligent Government control, may have been decided before this issue of BROADCASTING is published, as the Parliamentary Committee which was entrusted with the matter has completed its public hearings and is now considering the case.

The Dominion Government has been made the defendant, willy-nilly, and has been accused of not only failing to control broadcasting properly in Canada but also of allowing the foundation to be laid for complete domination of the Canadian air by American interests. It has been told that the only way to save the situation and to purify and debunk the Canadian air, is by wiping out all existing stations operated under private ownership, by erecting a chain of new ones at the expense of the taxpayers and by operating them, without sponsored programs, also at the expense of the taxpayers.

American programs, which come to us more or less satisfactorily over the air, are to be debarred entry into Canada by wire, except such as grand opera from the Metropolitan Opera House, the New York Philharmonic, Stokowski, Damrosch, et al. These we will allow our American friends the privilege of transmitting to us, by wire, and we will condescend to listen to them—but, as for your vulgar and depraved advertising programs, we will have none of them.

The sponsors of these programs are cordially invited to build their factories in Canada, to employ Canadians, to advertise in our newspapers and on our billboards, and to drink our liquor, but they must not defile our Canadian air with any audible utterances about their produces. Bach didn't use toothpaste, and Wagner abhorred tobacco!

Fees for Program

ON THE other hand, the Dominian Government is being supported in the argument by those who ask it to take more interest in broadcasting and to exercise more fully the control vested in the state.

The Parliamentary Committee has been shown clearly and convincingly that private ownership, with sponsored programs, can do an excellent job for the whole of Canada, if a portion of the revenue derived from license fees is used to support broadcasting.

The license fee in Canada is now $2 a year, and it is estimated that there are more than one million radio set owners in the Dominion liable to pay this tax, which should yield a total of at least $2,000,000 annually.

It is proposed that the government should appropriate about $500,000 of this amount towards leasing 18-hour-a-day transmission service from Halifax to Vancouver and that approximately $1,000,000 a year should be spent on a National Symphony Orchestra, a National Canadian Band, and on National Concert Orchestras and other musical groups, as well as on educational programs and other activities of national interest.

Transmission service for coast-to-coast network programs would, on the above basis, cost approximately $75 an hour, and it is believed that sufficient sponsored and sustaining programs would be available to enable 14-hour-a-day continuous broadcasting on all stations in the five time zones from the Atlantic to the Pacific.

This can be accomplished, under private ownership, with a $2 annual license fee.

Under government ownership, and with no sponsored programs, the fee would have to be about $15 a year for an all-Canadian show if programs were to compare favorably with those of the U. S. A.—and, at that, most of the artists and musicians producing the entertainment would be aliens .

15,500 Sets in Hawaii, Alaska Count is 1,500

AMONG the 77,070 families listed for Hawaii in the 1930 census, it is estimated by the Electrical Equipment Division, Department of Commerce, that there were 15,500 radios as of April, 1932. No count of radios was taken with the decennial population census, such as was made in the United States. The official census shows 4.8 persons per family in Hawaii, giving the islands a total population of 368,-336.

Alaska was not included in the radio census count either, and it is estimated it had 1,500 radios in use in April, 1932. Its 1930 census shows 59,278 inhabitants, or 19,850 families, with 3.0 persons per family.

Now ready!

Type TMV-21 Field Intensity Meter

Frequency Range

550 Kilocycles

to

4500 Kilocycles

Type TMV-21 Meter in the Field

Intensity Range

20 Microvolts/Meter

to

3000 Millivolts/Meter

AREN'T you finding, Mr. Broadcaster, that your prospective advertisers are becoming more inquisitive regarding the effectiveness of your transmission . . . less satisfied to accept that rather doubtful "coverage" which you based on a circle of arbitrary radius? Wouldn't you like to be able to make a field survey of your station pattern . . . to have available an instrument with which you could measure your signal intensity anywhere at your convenience? Engineers of the RCA Victor Company, Inc., thought so, and so they spent over a year developing a field intensity meter particularly fitted for your needs. A meter which is a vastly different instrument from former designs which required a truck for transportation. Mounted in a single small case, this meter can be easily carried about by one man and quickly set up anywhere on its convenient tripod mounting. With it you can accurately measure intensities ranging from the weakest signals which can be identified in a superheterodyne receiver to the blanketing signals in the proximity of a 50 KW station. Moreover, Mr. Broadcaster, you can measure the intensity of your second and third harmonics as well as your fundamental. Bulletin No. 13 has more to say of this Type TMV-21 Meter. If you haven't received your copy, ask for it today.

TRANSMITTER SECTION

RCA Victor Company, Inc.

CAMDEN, N. J.

"RADIO HEADQUARTERS"

New York: 153 E. 24th St.
Chicago: 111 N. Canal St.

San Francisco: 235 Montgomery St.
Dallas: Santa Fe Bldg.

Commission Defeat Forecast in Ruling On WIBO, WPCC

Deletion Argued in D.C. Court; Other Cases Are Heard

REVERSAL of the Radio Commission's decision ordering the deletion of WIBO and WPCC, Chicago, to make way for WJKS, Gary, Ind., essentially on quota grounds, is expected in the opinion shortly to be rendered by the Court of Appeals of the District of Columbia.

That course was indicated during final oral arguments before the court May 2. Questions asked by the Justices of the Commission's general counsel, Duke M. Patrick, in the opinion of legal authorities, showed that the court was disposed to view as improper the scrapping of stations, admittedly performing a public service, simply as a means of tending to equalize the distribution of quota facilities among the states and zones, which the Commission holds it is empowered to do under the Davis amendment.

Involving the broad question of property rights and presenting the most important test to which the Commission's quota regulations ever have been subjected, the case is regarded as perhaps the most important ever to be appealed. A reversal of the Commission would give renewed hope to many stations and would break the long string of victories of the Commission in the appellate court.

Patrick Queried

DURING Mr. Patrick's arguments he was frequently questioned by the Justices on the propriety of the Commission's decision of last October, when it ordered off the air the two Chicago stations sharing time on 560 kc. and granted the application of WJKS to operate full time on the wave. The Gary station now divides time on 1360 kc. with 1¼ kw. day and 1 kw. night.

Chief Justice George E. Martin pointed out that the Chicago stations, by Commission's own admission, were rendering meritorious service. He asked whether it was the contention of the Commission that it has the right to delete stations of good standing purely on quota grounds. Other Justices directed inquiries along the same line and asked also whether it was not true, as had been contended by Levi Cooke, counsel for the Chicago stations, that Gary actually is in the Chicago service area.

Mr. Patrick argued that the deletions were not ordered solely on the quota grounds and that there was acceptable showing of a need for additional service in Gary. While certain Chicago stations are received in Gary, some 30 miles distant, he said the requirements for radio service in Gary are different and that WJKS with a full-time assignment proposed to render the type of local service desired by the city, which is preponderently inhabited by mine workers.

For the Chicago stations, Mr. Cooke argued property rights and the constitutionality of the Commission's decision, which he called arbitrary, capricious and in violation of constitutional rights. He said the investment in WIBO of nearly $500,000 would be destroyed and that the public would be deprived of the unquestioned service of the station. Similar arguments were advanced for WPCC, operated by the North Shore Church.

At the same time the court heard arguments on the Shuler case, involving the free speech issue, with Mr. Patrick apearing for the Commission and Louis G. Caldwell for the Rev. Robert P. Shuler, pastor of Trinity Methodist Church, South, former licensee of the deleted station, KGEF, of Los Angeles. Thomas P. Littlepage appeared for an intervenor. George D. Lyon, of Los Angeles, also spoke in favor of the Commission's decision of last fall by which the station was deleted because of the speeches of Dr. Shuler.

Mr. Patrick contended there was legal precedent for the Commission's action against KGEF, citing the deletions of the Brinkley station. KFKB, Milford, Kan., and of the Norman Baker station, KTNT, Muscatine, Ia. both of which were sustained by the court. He asserted Dr. Shuler had incited religious strife, attacked the courts and authorities of Los Angeles, and twice had been cited for contempt of court.

Free Speech Raised

MR. CALDWELL, on the other hand, held that the Commission's decision was an abridgment of freedom of speech in violation of the First Amendment, and that the Commission was not empowered to censor broadcasting in any fashion. He said the Supreme Court only last year had upheld freedom of the press in the Minnesota Gag Law case, which he declared was analogous. Moreover, he argued that Dr. Shuler's activities were viewed by many Los Angeles civic leaders as in the public interest.

As intervenor, Mr. Littlepage held the Commission was entirely within its legal province in deleting KGEF and that freedom of speech in no wise was involved. He said the Commission may properly refuse to "become a party to the dissemination and distribution of language which is against the public interest and which is an abuse of the right of free speech."

On May 5 Mr. Caldwell filed with the court a motion for reconsideration of his previous motion for a stay order, to permit KGEF to return to the air during the pendency of the appeal. The Commission immediately filed its opposition, as did Mr. Littlepage, and the motion was denied May 10. Mr. Caldwell already has served notice that the case will be appealed to the Supreme Court should the lower court sustain the Commission.

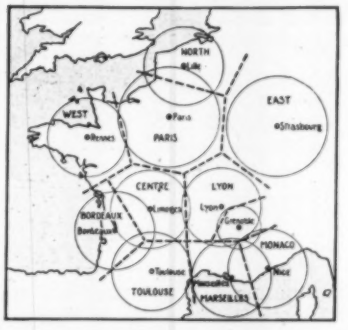
WCHI Case Dismissed

AT THE REQUEST of the appellant, the court April 30 dismissed the appeal of WCHI, Chicago, from the Commission's decision ordering its deletion, along with WJAZ, of Chicago, to afford full time for WCKY, Covington, Ky., on 1490 kc. Previously the court had refused to grant an extension of time to cover printing costs of the record. WJAZ had not appealed. The case, however, is still pending before the Chicago Circuit Court of Appeals, from which WCHI obtained an injunction against the Commission, and arguments on that court's jurisdiction are expected soon. Simultaneously the Midland Broadcasting Co., applicant for a new station on 1490 kc., also had its appeal dismissed before the District of Columbia court.

A notice of intention to intervene in the appeal of KXA, Seattle, from the Commission's decision ordering an interchange of frequencies with KVI, Tacoma, was filed by the latter station May 4.

Altoona Obliges

PAUL M. SEGAL, Washington counsel of the American Radio Relay League, has secured an agreement with the "Radio Commission" of Altoona, Pa., to eliminate from its anti-interference ordinance a provision that all amateurs must cease their transmissions between 6 and 11 p. m. During a recent visit to Altoona, Mr. Segal persuaded the authorities that their order, while justifiable insofar as it aims at preventing interference with broadcast reception, is contrary to the federal radio law, which gives the Federal Radio Commission exclusive jurisdiction over radio transmission. The Altoona commission, an unusual civic body, consists of the safety director and five persons drawn from the citizenry, five from the power companies and five from the city officials, serving without pay.



France May Build

FROM BEING one of the most backward European nations in broadcasting, France proposes to become one of the most progressive by establishing a national network of high power stations. This map shows where the stations would be located and their estimated service areas, all the stations to be of 60 kw. power with the exception of the one at Grenoble which would have 20 kw.

This regional scheme was proposed by General Ferrie, France's military radio chief and one of the world's best known radio pioneers and leaders. Delayed by a recent change in government, the plan is approved by M. Guernier, Minister of Posts and Telegraphs, and is expected to be decided upon after the April elections. France, incidentally, patterns her radio scheme after the American system, licensing in most cases private enterprises to operate stations.

Short-Wave Claims Attacked by RMA

Statement Purports to Give Facts Regarding Reception

FACTS about short-wave reception, intended to counteract "exaggerated advertising claims" of reception from all parts of the world sometimes guaranteed as achievable at any time of the day or night with perfect clarity and fidelity, are presented by the Radio Manufacturers Association in a statement prepared by its engineering division. The statement calls short-wave reception a new field but emphasizes its limitations and offers advice as to means of procuring best results.

Declaring that the "misguided public" has been led to many disappointments by exaggerated claims, RMA said its statement is intended to make clear just what can be expected in short-wave reception with receivers properly engineered and designed. Unusual and miraculous performance can be expected no more of short-wave receivers than of a well designed broadcasting receiver, it said, and the cost of short-wave receiving equipment increases at a greater ratio with improvement in operating characteristics than the cost of regular broadcast receivers.

"The short-wave receiver has a place in the field of engineering," the statement said. "Many phases of its engineering are being considered by committees of the RMA engineering division, such as standardization of dial markings, choice of intermediate frequency and other facts. The short-wave receiver is capable of entertainment value under favorable conditions. Too much stress, however, must not be employed in claims of remarkable reception which cannot be substantiated or duplicated readily."

Lafount to be Speaker At RMA Chicago Show

"TELEVISION in its Present Development" will be the subject of an address by Radio Commissioner Harold A. Lafount at the eighth annual convention and trade show of the RMA in Chicago, May 24. The convention will be held from May 23 to 26. Harry Shaw, WMT, Waterloo, Ia., president of the NAB, will speak on broadcast problems. "How's Business" will be the topic of an address of Merle Thorpe, editor of NATION'S BUSINESS.

At a business meeting May 25, J. Clarke Coit, RMA president; Judge John W. Van Allen, RMA legal counsel, and Frank D. Scott, RMA legislative counsel, will speak. Officers and directors also will be elected.

During the convention the board of directors of the NAB will hold a meeting. Mutual problems of the two industries will be discussed at a joint luncheon May 24. More new radio products than at any period during the last five years will be exhibited, according to the RMA. Between 15,000 and 20,000 visitors, including jobbers, dealers and broadcasters, are expected.

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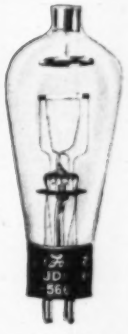

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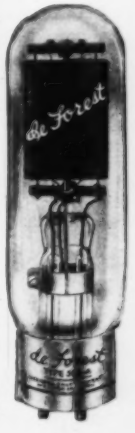

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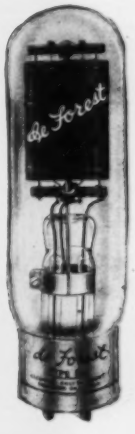

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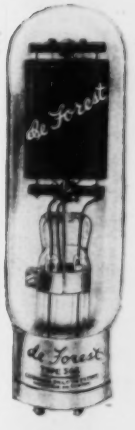

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
APRIL 30 to MAY 14 INCLUSIVE

Applications . . .

APRIL 30

To install automatic frequency control: WPG, Atlantic City; WJAR, Providence, R. I.; WDAS, Philadelphia; WKBC, Birmingham; KRGV, Harlingen, Tex.; KPRC, Houston, KGFW, Kearney, Nebr.

KTM, Los Angeles—Modification of license to change from sharing with KELW to unlimited.

W2XCD, Passaic, N. J.—CP for 1550 kc., 500 w.; sound track in connection with visual broadcasting.

MAY 3

WESG, Glen Falls, N. Y.—CP for authority to move station from Glen Falls, N. Y., to Elmira, N. Y.; also voluntary assignment of license amended to request transfer of license to WESG, Inc., instead of to John T. Calkins.

WQDM, St. Albans, Vt.—Vountary assignment of license to A. J. St. Antoine & E. J. Regan.

WAPI, Birmingham, Ala.—Voluntary assignment of license to WAPI Broadcasting Co.

KTLC, Houston, Tex.—Install automatic frequency control.

WMBH, Joplin, Mo.—Modification of license requesting additional Sunday hours of operation; now has specified hours.

KICK, Red Oak, Ia.—CP to move station from Red Oak to Carter Lake, Ia.

NEW, Davenport, Ia.—Central Broadcasting Company for CP to use 600 kc., 500 w., unlimited time (facilities of WMT, Waterloo, Ia.)

WOC, Davenport, Ia.—CP for a "booster" station at Davenport, Ia., to synchronize with WHO, 50 kw. station, Des Moines, with power of 500 w., unlimited time.

KTAR, Phoenix, Ariz.—Modification of license to increase power from 500 w., 1 kw. LS, to 1 kw. day and night.

KGFL, Raton, N. M.—CP to move station from Raton to Santa Fe, N. M., make changes in equipment and increase power from 50 to 100 w.

MAY 4

WMSG, New York—CP to move transmitter locally.

To install automatic frequency control: WBAX, Wilkes-Barre, Pa.; WJDX, Jackson, Miss.; KECA, Los Angeles; KFEL, Denver; KGAR, Tucson, Ariz.

W9XA, Denver—Renewal of special experimental license for 830 kc., 12.5 kw.

MAY 5

WCDA, New York—CP amended as to equipment.

WDAS, Philadelphia—Modification of CP granted 1-22-32 to request extension of commencement and completion dates from 2-8-32 and 5-8-32 to 7-1-32 and 8-30-32 respectively.

WCOC, Meridian, Miss.—Voluntary assignment of license to The Greenville News-Piedmont Co., Inc.

KFLX, Galveston, Tex.—CP to make change in equipment.

WRBQ, Greenville, Miss.—CP to make changes in equipment and change power from 100 w., 250 w. LS, to 100 w.

KGCU, Mandan, N. D.—CP to make changes in equipment.

KELW, Los Angeles, Cal.—License to cover CP granted 12-15-31, as modified, for changes in equipment.

MAY 6

WEBR, Buffalo—CP to erect a new auxiliary transmitter.

WJSV, Alexandria, Va.—Voluntary assignment of license to Old Dominion Broadcasting Co.

To install automatic frequency control: WIBM, Jackson, Mich.; WCAE, Pittsburgh.

KMLB, Monroe, La.—Modification of license to change frequency from 1200 kc. to 1310 kc.

WCOC, Meridian, Miss.—CP to move station from Meridian, Miss., to Greenville, S. C.

WHO-WOC, Des Moines—Modification of CP for 50 kw.; extend commencement and completion dates to 4-30-32 and 8-17-32 respectively.

KNX, Los Angeles—CP to make changes in equipment and increase power from 5 kw. to 25 kw.

Returned at request of applicant: WILM, Wilmington, Del.—Move studio to Chester, Pa.

MAY 10

WMBO, Auburn, N. Y.—Install automatic frequency control.

KVOO, Tulsa, Okla.—Modification of CP granted 11-17-31, to request extension of commencement and completion dates to 5-1-32 and 8-15-32 respectively.

WSB, Atlanta—Modification of CP granted 11-17-31 to request extension of commencement and completion dates to 6-15-32 and 12-15-32 respectively.

WBBM-WJBT, Chicago—Modification of CP granted 2-5-32, to request extension of completion date from 5-17-32 to 6-17-32.

KFIZ, Fond du Lac, Wis.—CP to install new Western Electric, Type 301A, transmitter.

W9XB, Chicago—License covering CP for 60000-400000 kc., 15 w.; general experimental service.

W6XS, Gardena, Cal.—Modification of CP for extension of completion date to 11-1-32; experimental visual broadcasting.

W9XK, Iowa City, Ia.—License covering CP for 2000-2100 kc., 50 w.; experimental visual broadcasting.

MAY 11

WBEN, Buffalo, N. Y.—CP amended to omit request for increase power. Now requests change in equipment only.

KGKB, Tyler, Tex.—CP to make changes in equipment.

To install automatic frequency control: WREN, Lawrence, Kan., KFJM, Grand Forks, N. D.

WLBL, Stevens Point, Wis.—License to cover CP granted 11-6-31 to move transmitter locally and install new equipment.

KDFN, Casper, Wyo.—License to cover CP granted 3-1-32 to change from 1210 kc., 100 w. to 1440 kc., 500 w.

KGEW, Fort Morgan, Col.—License to cover CP granted 11-20-31 for changes in equipment.

Applications returned: WDEL, Wilmington, Del.—Increase night power; NEW, C. O. Wahlquist, C. C. Widener and C. B. Jarvis, Wynne, Ark.—CP on 1000 kc.; NEW, Price Siever & and J. W. Steele, Jr., Marlow, Okla.—CP on 1010 kc.; KFBI, Milford, Kan.—Additional hours of operation; NEW, News-Review Co., Inc., Roseburg, Ore.—CP on 1300 kc.

MAY 13

NEW, San Juan, Porto Rico—Roberto Mendez for CP resubmitted to use 1370 kc., 100 w., unlimited.

To install automatic frequency control: KABC, San Antonio, Tex.; WFBM, Indianapolis.

KRE, Berkeley, Cal.—Modification of license to change specified hours of operation.

NEW, Eureka, Cal.—KORO, Ltd., for CP to use 1500 kc., 100 w., unlimited time.

MAY 14

WOR, Newark—Extend commencement and completion of CP for 50 kw. to 9-16-32 and 11-16-32 respectively.

WABC-WBOQ, New York—Install automatic frequency control.

NEW, Greenville, S. C.—CP for a new station to use 1310 kc., 100 w., unlimited time. Facilities of WROL, Knoxville, Tenn.

NEW, Deadwood, S. D.—Claude Raymond Brand for CP, amended to request 3 hours daily instead of 4 hours daily on 1200 kc.

Decisions . . .

MAY 3

KGNO, Dodge City, Kans.—Granted CP to make changes in equipment.

KWLC, Decorah, Ia.—Granted authority to reduce hours of operation from June 1 to Sept. 15, 1932, to two hours per week. (Requested hours not specified).

WCAC, Storrs, Conn.—Granted authority to discontinue operation from June 13 to Oct. 3.

WCAU, Philadelphia—Granted modification of CP for extension of time to construct 50 kw. station from May 17 to August 17.

KPO, San Francisco—Granted modification of CP extending completion date of CP for 50 kw. station to Nov. 17.

WKAQ, San Juan, P. R.—Granted CP to make changes in equipment; change frequency from 890 to 950 kc., and increase operating power from 250 to 1000 w.

WCCO, Minneapolis, Minn.—Granted modification of CP to extend completion date for constructing 50 kw. station from May 17 to August 31.

KOA, Denver—Granted modification of CP to extend completion date from May 17 to Nov. 17.

WBT, Charlotte, N. C.—Granted modification of CP extending completion date from May 17 to August 16.

WCAU, Philadelphia—Granted modification of CP extending completion date for auxiliary from May 1 to Sept. 17.

WJSV, Alexandria, Va.—Granted 30-day permission to operate portable 50 w. transmitter to determine new site for transmitter.

WAPI, Birmingham—Granted consent of CP and voluntary assignment of license to WAPI Broadcast Co.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

WMBH, Joplin, Mo.—Granted special authorization to operate from 9:30 to 10:45 p.m. on May 10 to 19 inclusive, May 29, 30 and 31, June 1 to 7 inclusive, June 14 to 19 inclusive, June 27, 28, 29 and 30, and from 2:30 to 5 p.m. on May 15, 29 and 30, June 5 to 19, 1932, CST.

Set for hearing: WCAT, Rapid City, S. D.—Renewal of license set for hearing because facilities have been applied for; WFBM, Indianapolis—Requests modification of license to increase hours of operation from specified hours to unlimited and decrease D. power from 1 kw. to 500 w.; NEW, Sonora Mfg. Co., Chicago—Requests CP for visual broadcasting station.

MAY 6

KGVO, Missoula, Mont.—Granted modification of license to change frequency from 1420 to 1200 kc., and change hours of operation from 10 a.m. to 6 p.m. to unlimited.

WTOC, Savannah, Ga.—Granted license covering changes in equipment, 1260 kc., 500 w., unlimited time.

Granted authority to install automatic frequency control: WHN, New York; WQAO-WPAP, New York; WWRL, New York; KQV, Pittsburgh; WCOD, Harrisburg, Pa.; WGAR, Cleveland; KARK, Little Rock, Ark.; KGKY, Scottsbluff, Neb.; WDGY, Minneapolis, and KID, Idaho Falls, Idaho.

KGY, Olympia, Wash.—Granted extension of completion date from May 15 to June 15, on CP authorizing moving of station, installing new equipment, increase power and changing frequency and hours of operation.

KICK, Red Oak, Ia.—Granted CP to move transmitter and studio from Red Oak to Carter Lake, Ia.

KGBX, St. Joseph, Mo.—Granted temporary license subject to decision of the Commission as to results of investigation now being made relating to interference.

WKBS, Galesburg, Ill.—Granted temporary license and designated renewal application for hearing.

KFVS, Cape Girardeau, Mo.—Granted renewal of license, 1210 kc., 100 w., hours of operation: Sunday 9 a.m. to 4 p.m.; 9:30 p.m. to 12 midnight. Monday, Wednesday and Friday: 9 a.m. to 12 noon; 4 to 8:30 p.m. Tuesday, Thursday and Saturday: 9 a.m. to 12 noon; 4 to 7:30 p.m., 9 p.m. to 12 midnight, CST.

WEBQ, Harrisburg, Ill.—Granted renewal of license, 1210 kc., 100 w., hours of operation: Sunday 6 a.m. to 9 a.m.; 4 to 9:30 p.m. Monday, Wednesday and Friday: 6 to 9 a.m.; 12 noon to 4 p.m., 8:30 p.m. to 12 midnight. Tuesday, Thursday and Saturday: 6 to 9 a.m.; 12 noon to 4 p.m.; 7:30 to 9 p.m., CST.

WKBB, Joliet, Ill.—Granted renewal of license, 1310 kc., 100 w.; hours of operation: Monday, Wednesday, Friday and Saturday: 8 to 11 a.m., 12 noon to 3 p.m.; 8 to 10 p.m. Tuesday and Thursday 8 to 11 a.m.; 12 noon to 3 p.m.; 8 p.m. to 12 midnight. Sunday 2 to 6 p.m.; 8 p.m. to 12 midnight, CST.

WCLS, Joliet, Ill.—Granted renewal of license, 1310 kc., 100 w.; hours of operation: Monday, Wednesday, Friday and Saturday: 11 a.m. to 12 noon; 3 to 8 p.m.; 10 p.m. to 12 midnight. Tuesday and Thursday 11 a.m. to 12 noon; 3 to 8 p.m. Sunday 9 a.m. to 2 p.m.; 6 to 8 p.m., CST.

Set for hearing: NEW, Daily Independent & Mail, Anderson, S. C.—Requests CP to operate on 1200 kc., 100 w., unlimited time; WKZO, Kalamazoo, Mich.—Requests modification of license to change hours of operation from D. only to unlimited and to operate at night with 250 w. (now uses 1 kw. during D. only); KARK, Little Rock, Ark.—Requests CP to install new equipment and increase day power to 500 w.; Edmund G. Hilger has applied for KARK's facilities. (KARK's application was granted on April 26, but renewal of license is now contingent upon hearing of application of Hilger).

KMA, Shenandoah, Ia. (Ex. Rep. 310)—Denied application to change frequency from 930 to 710 kc., and power from 500 w. and 1 kw. LS, to 750 w. D., sustaining Examiner Pratt.

NEW, Theodore F. Zelma, E. Leroy Pelletier and Harold T. Coughlan, Pontiac, Mich. (Ex Rep. 348)—Denied application to establish new station to operate on 800 kc., 500 w., D., sustaining Examiner Hyde.

MAY 10

WCSC, Charleston, S. C.—Granted CP to install new transmitter.

KGKX, Sandpoint, Idaho—Granted CP to move transmitter and studio from Sandpoint to Lewiston, Idaho, and makes changes in equipment.

KVOA, Tucson, Ariz.—Granted modification of license for change in Sunday hours of operation to: 7 to 9 a.m.; 11 a.m. to 3 p.m. and 6 to 9 p.m., MST. (1 hr. difference).

WPAD, Paducah, Ky.—Granted consent to voluntary assignment of license to Paducah Broadcasting Co., Inc.

WMBI, Chicago—Granted authority to remain silent during installation of new automatic frequency control equipment.

WQBC, Vicksburg, Miss.—Granted continuance of special authority to operate at night with 500 w. from May 15 to June 15, 1932.

WJDX, Jackson, Miss.—Granted authority to resume determination of operation power by direct system.

WDEV, Waterbury, Vt.—Granted authority to operate from 11 a.m. to 12 noon, and 2 to 4 p.m., EST, May 18.

Granted authority to install automatic frequency control: WLEY, Lexington, Mass.; WPG, Atlantic City;

WJAR, Providence, R. I.; WADC, Talmadge, O.; KPRC, Houston, Tex.; KTLC, Houston, Tex.; WJBC, Birmingham; KFBI, Milford, Kans.; KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, Cal.

WAPI, Birmingham, Ala.—Granted extension of authority to make field intensity survey from May 4 to June 15.

Set for hearing: KGDA, Mitchell, S. D.—Renewal of license; NEW, Gustav A. Jenkins, Antonio, Colo.—CP for new station, 1200 kc., 100 w.; share with KGEK and KGEW; KSO, Clarinda, Ia.—CP to move transmitter and studio from Clarinda to New Hope Township, Iowa, and Iowana Hotel, Creston, Ia., respectively; WEAN, Providence, R. I.—Modification of license to increase night power from 250 to 500 w., on experimental basis.

MAY 13

WHA, Madison, Wis.—Granted CP to move transmitter to a new location in Madison, and change equipment.

WWL, New Orleans, La.—Granted modification of CP to move transmitter from Kenner, La., to location near Kenner, and extend completion date from May 15 to August 1, 1932.

WSMB, New Orleans, La.—Granted license covering local move of transmitter; 1320 kc., 500 w., unlimited.

WFLA-WSUN, Clearwater, Fla.—Granted permission to extend program test period for 30 days.

WJAR, Providence, R. I.—Granted permission to broadcast test program for two weeks, from May 12, 1 to 5 a.m., providing no interference results to Canadian stations. (Action taken May 11th).

WLTH, Brooklyn, N. Y.—Granted authority to use transmitter of WHBC for period of 10 days from May 5. (Action taken May 5).

KGU, Honolulu, T. H.—Granted authority to extend equipment test for 6 days. (Action taken May 11).

WORC-WEPS, Worcester, Mass.—Granted authority to take depositions filed on behalf of WORC-WEPS in re application for CP and modification of license; hearing set for May 23. (Action taken May 7).

W9XAO, Western Television Corp., Chicago, Ill.—Granted renewal of experimental visual broadcasting license, 2000-2100 kc., 500 w., and granted consent to voluntary assignment of license to Western Television Research Co.

NEW, Westinghouse E. and M. Co., Portable, initial location SS St. John, Boston, Mass.—Granted CP for broadcast pickup, 1566 and 2390 kc., 15 w. Also granted license to cover same.

Set for hearing: NEW, Merle K. Berger, Upper Tyrone Township, Pa.—Requests CP, 1420 kc., 100 w.; 8 to 6 p.m.

NEW, Peoples Broadcasting Corp., Jacksonville, Fla.—Requests CP, 1200 kc., 100 w., unlimited time; (facilities of WMBR).

WSBT, South Bend, Ind.—Requests modification of license to increase hours of operation from specified hours (day only) to continuous D. operation to 5:30 p.m.

WHDL, Tupper Lake, N. Y.—Renewal of license set for hearing.

Applications dismissed at request of applicants: WCSC, Charleston, S. C.—Modification of license, 1360 kc., 1 kw., unlimited time.

WLBW, Oil City, Pa.—CP 1020 kc., 5 kw., unlimited time.

Action on examiners' reports:

WHBC, Canton, Ohio (Ex. Rep. 350)—Granted renewal of license to operate on 1200 kc., 10 w., during the following hours: 6 to 9 a.m.; 12 M to 3 p.m.; 6 to 9 p.m. daily, sustaining Chief Examiner Yost.

WNBO, Silver Haven, Pa. (Ex. Rep. 350)—Denied renewal of license to operate on 1200 kc. with 100 w., to share with WHBC on Sundays, sustaining Examiner Yost, and granted CP for new transmitter to operate on 1200 kc., 100 w., during following hours: 9 a.m. to 12 m; 3 to 6 p.m.; 9 p.m. to 12 p.m. daily. Action affecting stations WHBC and WNBO effective 20 days from this date.

Examiners' Reports . . .

KGB, San Diego, Cal.—Chief Examiner Yost (Report 355, Docket 1528) recommended that application for increase in power from 500 w. to 1 kw. be granted on the ground that service area would be extended without causing additional interference.

KGGC, San Francisco—Examiner Pratt (Report 356, Docket 1540) recommended that application for unlimited time be granted as no additional interference would result. KGGC formerly shared time with KFQU, Holy City, Cal., recently deleted.

Shreveport Broadcast Co., Shreveport, La.—Examiner Pratt (Report 357, Docket 1485) recommended that application for visual CP on 1608-2080 kc., 100 w., unlimited time, be denied on ground that applicant failed to show adequate financial and technical resources for operating television station.

WMT, Waterloo, Ia.—Examiner Walker (Report 358, Docket 1544) recommends that application to move station from Waterloo to Des Moines and to operate with 500 w. in lieu of present 250 w. with added 250 w. as experimental be denied in that it would place Canadian-shared channel at point less than 500 miles from Canadian border in violation of Paragraph 123, Rules and Regulations.

KGMP, Elk City, Okla.—Chief Examiner Yost recommended (Report 359, Docket Nos. 1375, 1470, 1412, 1465, 1467 and 1473) that the order of revocation entered by the Commission Sept. 1, 1931, revoking license of Homer F. Bryant, be set aside and vacated; that application of Bryant for CP to move transmitter and change equipment be denied; that application of Bryant for renewal of KGMP license be granted; that application for voluntary assignment of KGMP license from Bryant to D. R. Wallace be denied; that application for voluntary assignment of license from Bryant to E. M. Woody, be granted, and that application of Woody for CP to move KGMP and install new equipment, be granted. Station operates with 100 w., 1210 kc., unlimited time.

Hearings on Copyright Reopened By Sirovich

WITH NO ADVANCE notice, hearings were reopened May 12 by Chairman Sirovich, of the House Patents Committee, on his bill to modernize the existing copyright law. A new bill (H. R. 11918) was introduced by the New York Congressman to serve as the basis for the hearings, since his original measure already has been reported favorably by the committee.

Parties primarily interested in the reopened hearings were the motion picture distributors and exhibitors, who presented conflicting views, and the American Society of Composers, Authors & Publishers, represented by Nathan Burkan, general counsel, and Gene Buck, president.

During the testimony, Buck volunteered the information that broadcasters last year "netted" over $60,000,000, and implied that still they were quarreling over the Society's proposed increase in rates for use of copyrighted music. Rep. Lanham, (D.) of Fort Worth, Tex., defender of ASCAP, nodded his approval.

On hand to protect the interests of broadcasters, Louis G. Caldwell, copyright counsel for NAB, challenged Buck's statement. He added that no other industry in the United States, if not in the world, had been subjected to the close scrutiny of its financial operations as broadcasting. These findings, he said, shortly will be shown in the Radio Commission's report to the Senate under the Couzens-Dill resolution calling for an investigation of broadcasting and radio advertising. This report, Mr. Caldwell predicted, would show that Mr. Buck's $60,000,000 figure more likely will be that of gross revenue, and that the "profits" of the industry were only a very small fraction of that amount.

A NEW DETAILED rate card has been prepared by the NBC for each and all of its several station groups comprising the basic red and the basic blue networks. Besides stating the rates for each of these services, the card gives the urban and the farm and rural populations of the areas covered. Copies of the rate card may be obtained from the NBC headquarters in New York or from any of its branches. The rate card is dated May 15, 1932, and is the eighth to be issued since NBC was founded in 1926.

Washington Visitors*

Raymond Soat, National Radio Advertising, Inc., New York
Ralph Matheson, WHDH, Gloucester, Mass.
Charles Gaines, World Broadcasting System, New York
K. B. Warner, Hartford, Conn.
A. E. Case, J. H. Pressley and J. C. Batcheler, U. S. Radio & Television Corp., Marion, Ind.
John B. Geiser, KFWI, San Francisco
H. B. Wooten, WREC, Memphis
A. B. Chamberlain and G. Stanley McAllister, CBS, New York
H. A. Hutchinson, KVOO, Tulsa, Okla.
Prof. Herman Hettinger, University of Pennsylvania, Philadelphia
Scott Howe Bowen, New York
Richard E. O'Dea, WODA, Patterson, N. J.
J. T. Griffin, Muskogee, Okla.
A. L. Ashby, C. W. Horn and J. C. Hennessey, Jr., NBC, New York
Haraden Pratt, Mackay Radio & Telegraph, New York
Loyd Briggs, RCA, New York
W. G. H. Finch, Hearst radio, New York
Lloyd Espenschied and L. E. Whittemore, A. T. & T., New York
J. A. Teeters, KOCW, Chickasha, Okla.
J. E. Richards, Memphis, Greenville (S. C.) News-Piedmont Co.
O. H. Caldwell, Radio Retailing, New York
H. V. Akerburg, CBS, New York
Walter C. Evans, Westinghouse, Pittsburgh
J. G. Gurney, WNAX, Yankton, S. D.
H. A. Bellows, CBS, Minneapolis.
H. V. Kaltenborn, CBS, New York

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *May 1-14.*

Amateur Ethics

Editor's Note.—In the Dec. 1 issue, BROADCASTING briefly mentioned futile efforts of the VENTURA (Cal.) FREE PRESS to enlist the support of the American Radio Relay League in its campaign against broadcasting. In this editorial from the March "QST," official organ of the A. R. R. L., the editor and secretary of the amateur organization gives the viewpoint of the "hams" toward those who would demolish present-day broadcasting, pointing out that amateur radio will not be "used" for anybody's ax-grinding.

By K. B. WARNER

THE ACCOMPLISHMENTS of amateur radio appeal to the public imagination. The assistance of an army of observers and experimenters is invaluable to those who obtain it. The service of communication provided by amateurs is technically expert, it is free, and frequently it is the only means available. It is no wonder, then, that all manner of enterprises are constantly seeking the collaboration of the amateur.

In the majority of these enterprises we have an opportunity for public service and for an interesting activity, but they likewise involve our duty to ourselves as amateurs and they require that we take a careful look at the propositions from all angles before we lend our aid. There is a steady flow of such requests into our headquarters office. Here they are carefully examined by our communications department, their merit determined, their operating interest assayed. The good ones are embraced, the others rejected. You read in QST and in the O.R.S. bulletins about the meritorious ones that we know are worthy, in the name of science, public service or intriguing operating opportunity, of our support.

Occasionally there are "propolitions" of a different complexion. To some we reluctantly deny our cooperation because the proposed activity, while entirely above-board, is simply without any interest to amateurs. Such, for instance, as finding several thousand amateurs who would build special loop equipment and undertake to log several observations a day for a year or so on the apparent direction of static. But there are others that we turn down because they are improper, because they represent some more or less cleverly disguised attempts to "use" us to our disadvantage in somebody's axe-grinding scheme. We had a good example of that recently when a group of newspapers who have lost advertising to broadcasting, set out to lambast the daylights out of the present structure of broadcasting with the idea of turning things topsy-turvy and running the Federal Radio Commission ragged—to demolish present-day broadcasting to gain some business advantage to themselves. It was part of their plan to enlist the cooperation of the amateur group, offering us publicity and support in return. Naturally we declined to associate ourselves with any such move, for as radio amateurs we have no quarrel with broadcasting or the Commission and it would be insane to bring down on our necks the wrath of other groups in radio by treading upon them unnecessarily. Yet these people still aspire to amateur participation in their campaign and are telling their associates over the country to establish contact with local amateurs, who will cooperate if the amateur cause is championed. We like publicity and support, all right, but not at that price.

The point of all this is that if you are not sure about some request you have received for amateur cooperation, write to A.R.R.L. Hq. for advice and the "low-down" on it. Every amateur is a free agent, responsible only to the Government for compliance with law and regulation, legally entitled of course to do anything he pleases within these limits. But why let yourself be "used" as a chestnut-puller by unscrupulous or misguided interests to the injury of all of amateur radio, especially when it's so easy to find out for sure?

Perhaps we should warn against applying any such caution in cases of bona-fide distress or community emergency. The rule in such cases of course is to take one quick look to see that it looks genuine, then act, and do the thinking about it afterwards.

XUM

Movies Get Television

ISIDORE OSTRER, president of the Gaumont-British Picture Corp., Ltd., England's biggest movie unit, owning 23 theaters, has secured control of Baird Television, Ltd., by acquiring 800,000 of the 1,200,000 five-shilling deferred shares. He will be director of the television company along with Sydney A. Moseley, vice-chairman of Baird Television.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situation Wanted

TRANSMITTER SALES ENGINEER, 13 years with RCA, desires position immediately with manufacturer of broadcast equipment or as commercial manager of station. Thoroughly known and acquainted in broadcast circles in entire southwest from Texas to California. Address Box 30, c/o BROADCASTING.

Efficient general station manager with well rounded experience desires new connection. At present with 10 kw. eastern station. Will furnish excellent references from present employer and others. Box 29 BROADCASTING.

Microphone Service

Guaranteed Microphone Repairs—Any make or model—24-hour service. Stretched diaphragm double button repairs $7.50. Others $3.00. Single button repairs $1.50. Write for 1932 Catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, Calif.

Europe's Largest Station

OPERATING on the long wave of 240 kilocycles (1250 meters) with 200 kw. power, continental Europe's highest powered broadcasting station devoted to programs sponsored by advertisers along American lines was scheduled to go on the air this month, according to WIRELESS WORLD of London. It will be located in the little duchy of Luxembourg, which is bounded by France, Belgium and Germany, and, with its favorable channel and high power, it is expected to have an audience in practically every country of Europe.

A French company will operate the station, its director being M. Henri Etienne, founder and former editor of the French radio journal L'ANTENNE. Various European agencies will handle the station's accounts, some of them presumably branch offices of American agencies. The station will be supplied news by the Havas agency of France and the Wolff bureau of Germany, which are the counterparts there of the Associated Press. German sponsored programs will be obtained through the semi-official Reichspostreklame as German stations are not open for sponsored programs of the American sort but reserve certain fixed periods exclusively for advertising.

ARETE AUTHORS' Service, 1622 No. Vine St., Hollywood, has announced a manuscript criticism and marketing service for writers producing plays and continuities adapted for radio presentation.

Australian Broadcasters Fight Royalty on Disks

AUSTRALIAN broadcasters are reported to be perturbed by the demand of one of the largest groups of phonograph manufacturers, including Columbia, His Master's Voice and Parlophone, for a royalty of two shillings and six pence (about 56 cents) every time one of their records is broadcast.

Following some months of unsuccessful negotiations, the companies have announced that they will furnish no further records for broadcasting except on the conditions stipulated. The record manufacturers claim the repeated broadcasting of popular numbers has hurt record sales. The royalty will be felt most severely by the Class B or privately owned stations as many of them rely entirely on records for their programs.

Senator Dill's View

(*Continued from page 8*)

Canadian plan succeeds in satisfying the people of Canada and in meeting popular approval of American listeners along the Canadian border, it may easily lead to a nation wide demand for government operation of all radio stations in the United States.

"The existence and development of this government-owned system will be a challenge to American radio station owners. They must prove themselves more satisfactory to the people than the Canadian system, or the government system will inevitably be established in the United States.

"The American people will not tolerate private monopoly of radio in this country, such as allowing chain stations to use all cleared channels and thereby control everything but local broadcasting. If all cleared channels are to be used in that way Canada is showing us how to do it.

"Nor will radio listeners endure too much blatant and direct advertising by radio. If the Radio Commission and station owners do not recognize these facts and act accordingly, Canada's example and experience will make it easy for Congress to set up a government system of radio that will serve the public interest more satisfactorily. This is not a threat. It is simply a statement of the inevitable result of radio monopoly and the overcommercialization of radio broadcasting.

"In the recent United States—Canadian agreement for the division of frequencies for broadcasting, the Radio Commission has agreed to permit the simultaneous operation by stations on the east and west coasts of the continent on the same wave length.

"It permits a high power station in Vancouver, B. C., to operate on the same wave length as WPG, a cleared channel station at Atlantic City, N. J. It permits a station in Nova Scotia to operate on the same wave lengths as KNX, a cleared channel station in Los Angeles.

"I congratulate the Commission on such a sensible and practical arrangement. Having agreed to this simultaneous operation on the two coasts for the accommodation of foreign stations, the Commission should no longer refuse the same privilege to American stations.

"Such an arrangement is in harmony with the decision of the District Court of Appeals in the WGY case several years ago, by which WGY at Schenectady and KGO at Oakland operate on the same frequency without serious interference. Throughout the intervening period, however, stations on the two coasts have been refused radio facilities because of the technical rule that only one station can operate on a cleared channel within the United States. The continuation of such a rule is an indefensible waste of radio facilities."

THE NATIONAL *Conservatoire de Musique*, Paris, has formed a "microphone class" for the purpose of instructing composers in the limitations of broadcast transmission.

Let Us Help You

control sound and beautify your studio

WITHOUT obligation one of our USG Sound Control Engineers will gladly consult with you on any problem in studio acoustics. Our vast experience in this field and our complete line of materials for acoustical correction and insulating against disturbing noises enables us to solve your problem. Special attention is given to studio design.

Some of the many stations where we have assisted in combining perfect acoustics with beautiful interior decoration follows:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago and New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

Please write to us for further information or for an appointment with a USG Engineer. He will gladly study your acoustical problems and make recommendations for the attainment of definite, predetermined results. Address the United States Gypsum Co., Dept. B-5, 300 W. Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

PROFESSIONAL DIRECTORY

WESTERN RADIO ENGINEERING COMPANY, INC.
Consulting Engineers and Manufacturers
Transmitters, Speech Input Equipment, Frequency Controls and Monitors. Design, manufacture and testing of equipment essential to broadcasting, sound and recording.
98 West Third St. St. Paul, Minn.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station Management Problems

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL.

KMOX

ST. LOUIS ●

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated Primary Listening Area. 30,000,000 people in its tremendous Secondary Listening Area. The greatest "buy" in Mid-west coverage!

KMOX • With its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley, it is the only radio station capable of providing satisfactory full time reception to listeners in the St. Louis trade territory.

KMOX • Mail report shows average of 42 states heard from daily during past year.

KMOX • Maintains the finest network program standard, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • Is located at the most strategic point in the United States. KMOX broadcasts from the center —not the rim.

KMOX PRODUCES RESULTS

The following taken from letter dated January 22, 1932, written by Mr. A. F. Ruppenthal, President, Minit-Rub Corp., St. Louis, Mo., and addressed to Radio Station KMOX:

"Last fall we decided to market Minit-Rub nationally, using a few testimonials received from the baseball players.

"Being an enthusiastic radio fan, I decided on radio as the only means of advertising to put over this product, and selected Radio Station KMOX, using two-minute announcements on the Station's Sports Squibs Program. The result was unbelievable. As a result of one month's broadcasting, Minit-Rub was placed in practically every drug store in the 49th State and the sales mounted to 11,948 packages. All of the large wholesale drug houses in St. Louis have advised me that they have never experienced such tremendous sales on a new product in the history of their organization.

"It may be of interest to you to know that we received wholesale connections through this broadcast from the following cities: Duluth, Minn., Milwaukee, Wis., Chicago, Ill., Peoria, Ill., Pueblo, Colo., Wichita, Kansas, Oklahoma City, Okla., Little Rock, Ark., Fort Smith, Ark., San Antonio, Tex., Syracuse, N. Y., Titusville, Pa., Indianapolis, Ind., Evansville, Ind., Shreveport, La., New Orleans, La., and many towns in Missouri and Illinois."

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

XUM